REC receives Global Customer Value Enhancement Award from Frost & Sullivan for solar industry

Sydney, July 24,2012: Leadingvertically integrated solar energy company, Renewable Energy Corporation (REC)has been honored with Frost & Sullivans 2011 Global Customer Value EnhancementAward in the solar power market.

REC was the only solar company chosen because it demonstrated commitmentto being a highly competitive solar energy solutions provider that creates superiorvalue for its customers.

We are very pleased to be recognised by Frost & Sullivan forproviding customers with greater accessibility to high-quality solar modulesand improving their return on investment through our efforts to reduceproduction costs and energy consumption, commented John Coates, REC Head ofAustralasia.

We continue to build long-term partnerships with distributors andinstallers in Australia through the REC Partner and REC Solar ProfessionalPrograms. Commercial and residential customers in Australia gain added valuefrom REC because we focus on vertically integrated product solutions whichrange from production of silicon and solar modules right though to solar PVsystems.

Frost & Sullivan specifically highlighted RECs innovative strength, technicalexpertise, big investments in R&D as well as its customer-centric approach.

RECs key achievements are the introduction of its proprietary FluidizedBed Reactor (FBR) technology, which makes solar power solutions more accessibleto customers across the globe, and its commitment to partnership through itsindustry leading partner and certified installer program.

Reducing the manufacturing costs of solar panels can reduce solarelectricity costs and put it on par with conventional sources of electricitygeneration, thereby increasing its uptake, said Frost & Sullivan ResearchAnalyst Georgina Benedetti. Since no other market participant uses the FBRtechnology, REC has developed a distinct competitive edge by delivering highvalue for money to its customers.

The Frost & Sullivan Award is presented each year to the company withina particular industry that has demonstrated excellence in implementingstrategies that proactively create value for its customers with a focus onimproving the return on the investment that customers make in its services orproducts. The Award recognizes the company's inordinate focus on enhancing thevalue that its customers receive, beyond simply good customer service, leadingto improved customer retention and ultimately customer base expansion.

For further information, pleasecontact:

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