

## 2009 Trade Ally of the Year



Trade Ally of the Year



Nautilus Solar provides solar solutions for commercial and municipal buildings, often using a long-term power purchase agreement which provides customers the ability to purchase solar electricity at a price that is lower than their current utility rate. The company has also supported growth of the industry with an outreach and education plan that includes a series of presentations delivered at municipal libraries and brochures distributed to students at schools equipped with their systems. Accepting the award, from left to right, NJ BPU President Jeanne Fox; James M. Rice, CEO of Nautilus Solar Energy; BPU Commissioner Joseph Fiordaliso; BPU Commissioner Nicholas Asselta; Laura E. Stern, President of Nautilus Solar Energy; and BPU Commissioner Elizabeth Randall

### BRINGING THE SUN'S POWER WITHIN REACH

Founded in 2006, Nautilus Solar Energy, LLC continues to be one of the fastest growing solar development companies in the United States with a focus on distributed generation projects throughout New Jersey and beyond.

### CHALLENGE

While the benefits of solar power are undeniable both for our environment and our need to control energy costs, the traditionally high price tag for the initial capital investment is often an insurmountable obstacle for businesses, schools, local governments and homeowners.

## SOLUTION

Nautilus Solar Energy utilizes innovative financing structures, developed through the vast efforts and industry experience of the company's founders, to make solar power accessible to clients who were previously unable to attain the technology by removing the high, up-front costs of installation. Nautilus Solar Energy's customers pay only for the electricity they consume, at a price lower than their current utility rate, with the excess sold to the local utility company. Even in the bleak economic landscape of 2008, Nautilus was able to attain financing and continue its impressive progress in a sector that was experiencing virtually frozen lines of credit.

## BENEFITS

In addition to the obvious advantage of switching customers over to a clean, renewable power source, Nautilus Solar Energy's delivery method has the dual benefit of encouraging more prudent use of electricity by incentivizing the elimination of wasteful energy use.

Based upon current projects under development, Nautilus Solar Energy estimates that they will create over 1,251 new "green collar" jobs, each with income and benefits substantial enough to support a family and provide a promising career path with solid upward mobility.

As a proud community member, Nautilus Solar Energy has also developed outreach programs to inform the public about clean, renewable energy sources and the importance of responsible energy use. One program includes a series of presentations for municipal libraries throughout the state. Nautilus has also created a printed brochure for distribution to school students in an effort to reach the next generation of clean energy conscious consumers.

**The NJ Board of Public Utilities congratulates Nautilus Solar Energy, winner of the 2009 NJ Clean Energy Trade Ally of the Year Leadership Award.**