



Press Release

## **Silicon Valley Solar, Named to the GoingGreen Top 100, Appoints New CEO and Board of Directors**

### **Steven D. White to lead company positioned to make a significant impact in the Solar market**

SANTA CLARA, CA, SEPTEMBER 18, 2007 – Silicon Valley Solar (SV Solar) announced today that they have made significant additions to the leadership team while achieving industry recognition for their technology and business model.

SV Solar was named to this year's AlwaysOn, GoingGreen Top 100. This list is the top 100 emerging companies that are creating new business opportunities in green technology. AlwaysOn editors collaborated with KPMG's VC Practice to survey more than 500 venture investors, investment bankers, and technology insiders, who nominated more than 350 companies to determine the GoingGreen100 winners, private companies with game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players.

"We are extremely honored by our selection to the GoingGreen 100. SV Solar was selected as one of only 18 solar companies proving to have significant innovation and substantial customer adoption, which combined with large market potential, should create tremendous value for their investors." added Steven D. White, SV Solar's President and CEO. "It is gratifying to achieve this type of recognition for our technology and business model given our peer group and the process used to select the honorees."

### **New President and CEO**

Mr. White was recently appointed President and CEO and member of the Board of Directors after serving as an advisor through the early stages of the company and the Series A funding round. "Steve is ideally suited for his new role at SV Solar," said Patrick Callinan, Founder and Chairman of the Board. "His role in securing the Series A funding was significant, and I'm confident in his ability to lead the team through the next stage of growth.

### **New Board of Directors**

SV Solar announced the formation of a Board of Directors that includes experienced entrepreneurs, financial executives and cleantech venture capital investors. Joining Mr.

White and Mr. Callinan on the Board are Justin Label of Bessemer Ventures, Tom Cronan, CFO of ooma inc. and Tom Riordan, CEO of Exclara.

## **Biographies**

### Steven D. White

Steve has founded two successful software companies. In 1987, Steve co-founded Logic Modeling Systems and served as its vice president and general manager. Logic Modeling was acquired by Synopsys in 1992, where Steve served as vice president of design verification. In 1996 Steve founded 0-In Design Automation where he served as president and CEO. In September 2004, 0-In was acquired by Mentor Graphics, where Steve served as general manager of advanced functional verification. He holds a B.A. from Michigan State University.

### Patrick Callinan

Pat is President and CEO of Silicon Valley Microelectronics (SVM), a \$50 million distributor of silicon wafers and services to the semiconductor and solar industries. Callinan is a 27 year veteran of the semiconductor industry, having held positions of increasing responsibility at Advanced Micro Devices and Kyocera America before founding SVM in 1990. Mr. Callinan is a native of St. Paul and received his BA from the University of Minnesota.

### Justin Label

Justin Label is a Partner in Bessemer Venture's Menlo Park office, focusing on Cleantech investments. He has been with Bessemer since 2001. Mr. Label initiated Bessemer's Cleantech practice in 2005. His Cleantech investments include Silicon Valley Solar and Exclara, and he is also involved in Bessemer's other Cleantech portfolio companies Miasolé and Shriram EPC.

Prior to developing Bessemer's Cleantech practice, Justin focused on Internet and software investing. He helped make the firm's investments in Postini (acquired by Google), Cyota (acquired by RSA), Netli (acquired by Akamai), Trigo (acquired by IBM), Flock, and Nominum, as well as in Delivery Agent and Tripwire, where he continues to serve as a Director. Prior to joining Bessemer, Justin worked with the Valent Group, a venture fund focused on supply chain software, and The Boston Consulting Group. Justin holds an A.B. from Harvard University in Applied Mathematics.

### Tom Cronan

Tom brings over two decades of management and legal experience in the high-tech industry. He is currently the Chief Financial Officer of ooma Inc, a start-up that is designing and producing a new digital voice appliance. Prior to ooma, Tom was most recently the senior vice president of finance and administration and chief financial officer at Redback Networks Inc. At Redback, he led the company's complex half a billion dollar debt restructuring in 2003 and then helped orchestrate Redback's recovery and

growth from approximately \$100 million a year in revenue to over \$260 million in revenue in 2006. Tom was also instrumental in the sale of Redback to Ericsson in January 2007 for over \$2 billion.

Prior to joining Redback, he served as in house legal counsel for both public and private high technology companies for more than 15 years including IBM, Entrust, OpenTV, Taligent and enCommerce. Tom was also Special Counsel at Wilson Sonsini Goodrich and Rosati in their Technology Licensing group. Mr. Cronan is also on the Board of LignUp a privately held company. He holds a J.D. from Fordham Law School and a B.S. from Muhlenberg College and is a member of the bar in New York, California and Connecticut.

### Tom Riordan

Tom is currently the president and chief executive officer of Exclara, a fabless semiconductor supplier of ICs for Solid-State Lighting. Most recently, Mr. Riordan was an Entrepreneur-in-Residence at Bessemer Venture Partners. Prior to Bessemer Venture Partners, Tom was vice president of PMC-Sierra's microprocessor division. Mr. Riordan joined PMC-Sierra when it purchased Quantum Effect Devices (QED), the company he co-founded in 1991. Prior to QED, Tom was director of CMOS VLSI for MIPS Computer Systems, where he led development efforts for the R4000 64-bit microprocessor and the M2000 computer system. He was the principal logic designer of the R2000 RISC microprocessor and the lead designer of the R2010 floating-point co-processor. Tom joined MIPS after serving as design engineer with both Weitek Corporation and Intel. He holds a B.S. in Engineering, a B.A. in Government, and an M.S. in Engineering, all from Florida Technological University/University of Central Florida.

### **About AlwaysOn GoingGreen**

ALWAYSON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. AlwaysOn GoingGreen is a two-and-a-half-day executive gathering that highlights the significant impact clean technologies have on new economic growth and in sustainable use of natural resources. AlwaysOn GoingGreen features the most innovative companies, eminent technologists, influential investors and journalists in keynote presentations, panel debates and private company CEO showcases. The goal of the conference is to identify the most promising entrepreneurial opportunities and investments in the clean tech industry.

### **About Silicon Valley Solar, Inc.**

Incorporated in 2006, SV Solar is a venture funded manufacturer of flat plate internal concentrator solar modules. SV Solar was founded by Patrick Callinan, President and CEO of Silicon Valley Microelectronics (SVM). SVM has been supplying silicon wafers and feedstock to the semiconductor and solar industries profitably for the past 17 years, and created SV Solar as a natural evolution to meet the demands of an increasingly

thriving solar market. SV Solar has developed a unique solar module technology utilizing an advanced internal concentrator, marketed under the Sol-X™ brand.

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