



---

## NEWS RELEASE

---



Patricia Garcia Likens, SRP  
(602) 236-2500  
[patty.likens@srpnet.com](mailto:patty.likens@srpnet.com)

Matt Shannon, American Solar Electric  
480-994-1440 x103  
[mattshannon@cox.net](mailto:mattshannon@cox.net)

FOR IMMEDIATE RELEASE April 18, 2007

### **Scottsdale Developer Offers Solar as a Standard Feature SRP EarthWise Solar Program Helps Offset Costs**

SRP has partnered with a Scottsdale developer, Modus Development, to do something no other Valley homebuilder has done before – provide homebuyers with a solar electric system as a standard feature of each new home in a Scottsdale development. Nine new townhomes in the Array Development, which will be located at Oak and Scottsdale roads, will each be equipped with a 2-kilowatt photovoltaic system to harness the power of the sun.

Modus Development, a developer focused on green building and infill projects, has partnered with American Solar Electric to provide grid-connected PV systems. Modus Development also was able to take advantage of SRP EarthWise Solar Energy incentives. In addition, the new homebuyers can apply for state and federal tax credits.

SRP EarthWise Solar Energy, a solar-incentive program that encourages SRP customers to invest in solar energy, paid for 40 percent of each homeowner's system in the development.

The individual systems are expected to significantly reduce each homeowner's electric bill. The nine systems are forecasted to generate 28,800 kilowatt hours of electricity on an annual basis, which equates to offsetting almost 30,000 pounds of CO2 emissions in the first year of operation.

“We're excited to see this new-home builder step up and invest in renewable energy,” said Lori Singleton, manager of SRP Environmental Initiatives. “As more homebuilders realize the value of offering these systems and more homebuyers expect it, we will see more homes harnessing the power of the Arizona sun.”

The development will feature nine townhomes built to meet standards of Leadership in Energy and Environmental Design (LEED) for Homes Certification by the U.S. Green Building Council. LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. This will be the second residential LEED Certified home project in the Valley.

“LEED Certification is the first step in reducing the impact on the environment and lowering energy consumption,” said Ed Gorman, president of Modus Development. “By adding the solar panels to the rooftops of every home, we create homes that are both architecturally unique and cost very little to operate.”

The development will be complete and the panels installed within the next 12 months.

“Modus Development is setting the bar for integration of photovoltaics into residential green-building projects,” said Sean Seitz, president of American Solar Electric. “The energy-saving and energy-generating elements within Array create value for the owners through reduced energy costs and establish a sustainable energy profile for the property that benefits our community. Array is leading an evolution into sustainable-energy design within Arizona’s urban environment.”

*Modus Development, LLC (modus) develops innovative buildings with modern, cutting-edge, environmentally-friendly designs and that are located in urban infill areas. Modus has been nationally recognized as one of the premier developers of Leadership in Energy and Environmental Design (LEED®) buildings and has built the first LEED Certified homes in Arizona. Additional information on Array and other company projects can be found online at [www.modusdev.com](http://www.modusdev.com).*

*American Solar Electric, Inc. is a Scottsdale-based design-build firm specializing in photovoltaic (solar electric) power systems for commercial, industrial and residential applications. The company offers complete design services and is licensed, bonded and insured for both commercial and residential electrical contracting in the State of Arizona (AZ ROC License #168657). Additional information on the company’s products and services is available on-line at: [www.americanpv.com](http://www.americanpv.com).*

*Providing electricity to more than 920,000 customers in the greater Phoenix metropolitan area, **Salt River Project** has given more than \$2.4 million in incentives to SRP residential and business customers who invest in solar energy for their homes and businesses. For more information, log onto [www.srpnet.com](http://www.srpnet.com).*