

## Press Release

For immediate release

### **Dr. Murray Cameron joins the board of directors of Phönix SonnenStrom AG**

- **Departing Chief Executive of the European Photovoltaic Industry Association (EPIA) takes on responsibility for international business development at Phönix SonnenStrom AG**
- **Company's strong sales growth to be reinforced through expansion outside Germany**

Sulzemoos, 20.02.2003 / Dr. Murray Cameron has been appointed a member of the Board of Directors of Phönix SonnenStrom AG in Sulzemoos near Munich, Germany. He will take up his appointment on 1<sup>st</sup> March 2003. As the third member of the board of directors, alongside CEO Dr. Andreas Hänel and CTO Manfred Bächler, he will be responsible for international business within the company. This appointment reinforces the strategical importance of international business within Phönix SonnenStrom AG and demonstrates the company's commitment to expanding this business segment.

Murray Cameron moves to Phönix SonnenStrom AG following three years as Chief Executive of the European Photovoltaic Industry Association (EPIA) in Brussels. Reflecting on the challenge ahead, Cameron noted: "Phönix SonnenStrom AG is one of the most dynamic players in the German market and we will now aim at transferring this success to the international arena. I am delighted to join a team with the demonstrated in-depth experience and vast technical and market knowledge possessed by Phönix SonnenStrom AG".

During his tenure at EPIA, Murray Cameron expanded membership by 50%. He was heavily involved in the formulation of a new strategic plan for the Association which emphasizes the means of achieving significant expansion of the solar electricity market in Europe. In addition, he led the development within EPIA of several high profile market development analyses - including "Solar Electricity in 2010" and the joint EPIA/Greenpeace "Solar Generation"

study - which anticipate the contribution that solar electricity will make to the global energy mix and local employment over the next few decades.

Amongst his other activities, Murray Cameron is a Member of the Board of Directors of the Solar Development Foundation (SDF) based in Arlington, Virginia (USA) which aims to promote the development of the solar electricity sector in developing countries through making available loans and grants to local companies setting up or expanding their photovoltaic (PV) businesses.

In the Advisory Board of the Photovoltaic Global Approval Program (PV GAP) Murray Cameron has worked extensively on certification and standardisation issues. As a Director of the European Renewable Energy Council (EREC), he represented the wider renewables industry on issues such as the elaboration of a European export strategy. He has frequently been invited by the European Commission to act as an expert evaluator in both its proposal review process and in the impact assessment of its programmes. Cameron was also one of the PV industry representatives involved in the consultation process for the European Commission's 6<sup>th</sup> Framework Programme for RTD.

Cameron obtained degrees in physics and astrophysics at University College London, prior to spending 7 years as a project leader at the Max Planck Institute for Extraterrestrial Physics in Garching near Munich. His experience in terrestrial PV dates back to 1994.

Referring to the appointment, CEO Andreas Hänel pointed to his new colleague's wide international experience in the solar electricity sector: "Murray Cameron possesses extensive knowledge of the international photovoltaics sector. We are proud that he has decided to join Phönix SonnenStrom AG and look forward to utilising his experience as a means of extending our strategically important business outside Germany".

***About Phönix SonnenStrom AG:***

*Phönix SonnenStrom AG was founded in 1999 out of the Phönix initiative of the German Association of Energy Consumers. Phönix SonnenStrom AG has several core business areas: the company is a retailer of solar electricity systems across the entire range of power ratings, wholesaler/distributor of solar modules and inverters, and a planner and*

*builder of large solar power plants. In 2002 Phönix SonnenStrom AG was responsible for the construction of the world's largest roof-mounted PV installation on the Munich Trade Fair. Phönix SonnenStrom AG has three offices in Germany and is active in both the national and international arenas.*

**Editorial note:** The official name of the company is: Phönix SonnenStrom AG. When an "Umlaut" (ö) is not available the name should be written: Phoenix SonnenStrom AG

***We would be grateful if you could send us a copy of the publication.***

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