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FELINA USA JOINS CLEAN LA SOLAR PROGRAM, CHOOSES PERMACITY SOLAR

New solar installation will provide clean, renewable power to Los Angeles while supporting jobs, new investments, and strengthening L.A.'s growing green economy

LOS ANGELES (December 20, 2013) – Felina USA, a family-owned business and owner of Felina Lingerie and Jezebel Lingerie, is the latest business to join the CLEAN LA Solar program – the nation's largest urban rooftop program. L.A.-based PermaCity Solar designed, and is currently building a 1.1 MW SunPower solar power system on the roof of Felina USA's distribution center in Chatsworth. The system will be connected and selling clean power in March 2014. The high efficiency system will pay for itself in less than three years, and generate over 2.5 million kilowatt hours a year of renewable power for customers of the Los Angeles Department of Water and Power (LADWP).

Chatsworth-based Felina USA had been considering installing a solar power system for several years, but moved forward only when presented with the economic benefits of CLEAN LA Solar, also known as the (LADWP) Feed-in-Tariff program (FiT).

"Anything my family's business can do to help save the environment, we will do," said Michael Zarabi, one of Felina USA's principal owners. "Now our roof space becomes an asset, not a liability, and we can do something good for the world, good for the economy, and good for our business."

"The FiT program is perfect for Felina, because they have a huge warehouse with lots of roof space, but not a lot of energy usage," remarked Anh Wood, LADWP FiT program director. "The department will purchase solar power from Felina for 20 years at a fixed rate as soon as the solar facility can safely interconnect into our grid and all city contracts are finalized."

Felina is taking full advantage of its three acres of sunny roof space in Chatsworth, a suburb of Los Angeles. PermaCity Solar, a Premier SunPower dealer, helped Felina choose SunPower high-efficiency solar panels, ensuring that the system will maximize the solar power generated on the roof. Compared to conventional solar panels, SunPower panels produce 60% more energy over the first 25 years of operation. SunPower also offers an industry-leading combined product and power 25-year warranty.

"Using SunPower technology, Felina can harvest every penny's worth of power from every square inch of roof space," said Herb Mendelsohn, PermaCity Solar's Vice President of Sales. "At PermaCity, we always urge our customers to buy the best solar technology for their specific needs, as this is at minimum a 25-year decision. For LADWP's feed-in-tariff program, SunPower's world-record panel efficiency makes perfect sense. With SunPower technology, Felina is more efficiently helping Los Angeles reach its goal of renewably generating 33% of its electricity by 2020."

To put this project in perspective, the amount of clean energy Felina is going to produce on its roof and then use to power its warehouses, would also be enough to power at least 350 homes in its West Valley neighborhood. The 1.1 Megawatt system will stop the equivalent of more than 2.5 million pounds of coal from being burned every year, thus saving about 7.5 million pounds of carbon dioxide from being released into the atmosphere.

The CLEAN LA Solar program is a groundbreaking energy program that allows commercial property owners in L.A. to take advantage of underutilized rooftop space by generating energy through solar panels and selling it to the DWP at a competitive fixed rate. The result is zero-carbon, renewable energy that also supports jobs and fuels private investment.

The largest program of its kind in the nation, CLEAN LA Solar is currently authorized to generate 150 megawatts of clean solar energy. That's enough to power over 30,000 typical households and reduce 147 metric tons of CO2 emissions – the equivalent of removing 28,300 cars from the road.

Launched in 2013, the CLEAN LA Solar program is supported by the Los Angeles Business Council alongside dozens of local businesses and organizations in the CLEAN LA Coalition. Considered a model for other urban areas, the program is expected to generate 4,500 jobs and \$500 million in private investment over the next five years. At least half of the program's solar installations are expected in "solar hotspots" – disadvantaged areas with high solar potential and high economic need, creating jobs in high-need areas where people are ready to work.

"We congratulate PermaCity Solar for joining the growing number of businesses generating revenue and supporting advancing our green economy through the CLEAN LA Solar program," said Mary Leslie, president of the Los Angeles Business Council. "We also thank the DWP for their support in completing this installation. Each new project moves us closer to creating a clean energy future through private investment, and developing a truly sustainable economy in Los Angeles."

To learn more about the CLEAN LA Solar program, please visit www.cleanlasolar.org or visit www.ladwp.com/fit. A video profiling the program is available at <http://bit.ly/1duWkvE>.

For more information on PermaCity Solar, visit <http://www.permacity.com>.

About PERMACITY SOLAR

PermaCity Solar is an innovative leader in specialized energy solutions with more than 35 MWs of solar installed. PermaCity Solar holds unique technical patents and patent pending for equipment that eliminates roof penetrations and better distributes loads across rooftops used atop some of the largest commercial buildings for Fortune 500 companies. PermaCity Solar also holds a patent for Cathay Bank's landmark solar carport that won the Best Sustainable Retrofit Award from the Los Angeles Business Council.

PermaCity Solar believes that on-site clean energy generation can be achieved through the implementation of solar systems that utilize environmentally friendly and energy-efficient building materials in a cost-effective manner. Its industry-leading techniques can create 100% energy

independent buildings. Headquartered in Los Angeles, the company draws from a professional staff of more than 45 and has created approximately 240 local jobs since 2003.

About Felina USA

Felina USA is a family-owned corporation, in business for over twenty years with corporate headquarters in Los Angeles, CA. It offers designer collections of women's lingerie and sleepwear, and also offers European designs at affordable prices. Felina has established itself as one of the top labels in the U.S. and a growing figure in the global market.

About the Los Angeles Business Council

The Los Angeles Business Council is one of the most effective and influential advocacy and educational organizations in California. For over 70 years, the LABC has had a major impact on public policy by harnessing the power of business and government to promote environmental and economic sustainability in the Los Angeles region. For more information, visit www.labusinesscouncil.org.

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