

Press release – May 2, 2014

solartonic™ signs US and UK partners for its solar lighting systems

Ann Arbor, Michigan

solartonic™, developer of solarap™ pole mounted solar panels and smart adapt™ solar lighting solutions for buildings, parks and streetscapes, has secured agreements with three leading specification firms – two in Texas and one in England.

In Houston and southern Texas, solartonic is partnering with Lighting Associates, Inc. (LAI), a top lighting design firm and distributor in that region; in Dallas and northern Texas, solartonic's partner is Architectural Lighting Associates (ALA), one of the leading lighting distributors in that region.

According to Brian Tell, a Managing Partner at solartonic, "We are really excited to have LAI and ALA on board. Both firms are helping to drive exciting projects involving next generation lighting and associated energy efficient technologies." Texas customers interested in solartonic solutions should contact either LAI (Houston customers) or ALA (Dallas customers) at: www.lightingassoc.com and www.ala-inc.net.

In London, UK, solartonic established a joint venture with CLA Urban Development International, Ltd. CLA is a full service infrastructure planning, architectural and engineering firm with expertise in developing and managing large projects (up to \$300M) in Europe, the Middle East and Africa. The joint venture is centered on significant new development projects in West Africa that will incorporate solartonic's innovative smart adapt™ solar lighting solutions. More information about CLA can be found at: www.claurban.com.

solartonic plans to add more U.S. reps later this year and are currently considering Chicago, Atlanta, Boston, New York, St. Louis, Seattle, Phoenix and southern California. Canada is also in the mix. "We want to partner with top-tier firms in those regions whose approach to the marketplace is aligned with our own," Tell says.

About solartonic:

Based in Ann Arbor, Michigan, solartonic llc develops innovative solar photovoltaic products and systems for buildings, parks and streetscapes. We design, engineer, manufacture, and install integrated solar solutions that provide clean energy and efficient power management for multi-function street lighting and digital visual communication systems, at a lower cost of ownership than new grid-connected systems.

solartonic's products include:

solarap™ - the world's first, vertically pole mounted, high efficiency solar power system.

smart adapt™ - fully integrated off-grid, smart controlled, custom solar lighting solutions

CONTACT INFORMATION:

Brian Tell

Managing Partner

Phone: 734-368-0215

Email: brian@solartonic.com

