

For more information, contact:
info@roofray.com

RoofRay Creates Largest Database of Solar-Optimal Properties

Surpasses Five Hundred Million Square Feet and One Hundred Thousand Human Analyzed Properties

Walnut Creek, CA – September 2, 2009 – RoofRay, the leader in online solar modeling and estimating, now has the largest database of solar optimal properties available, exceeding over five-hundred-million square feet of human-analyzed and modeled solar arrays. The size and type of arrays range from small arrays on homes to very large applications on everything from convention centers and big box stores to amusement parks and schools. Based on RoofRay's patent pending solar modeling engine, if all of the drawn arrays were actually installed the total power output would yield over eight-billion kilowatt hours of electricity per year. What does the carbon offset of eight-billion kilowatt hours of electricity look like? That is equivalent to:

- 4.9 Million Metric Tons of CO₂
- Manufacturing 41 Million smart phones
- 87 Billion lattes
- 29 Billion cans of Coke®
- 2 Billion Fast Food Burgers
- 25 Trillion Google® Searches
- 903 Thousand Passenger Cars @ 12,000 miles per year

The solar arrays in RoofRay's database are derived from a combination of users conducting their own estimates and RoofRay's Mass Modeling service in which RoofRay scans properties on behalf of customers cataloging and modeling those that are considered optimal for solar based on a number of criteria. "The Mass Modeling has completely taken off. We were surprised by the large number of rejected properties – those that aren't optimal for solar. It's much higher than we thought, but that's the beauty of the service. We're delivering only those properties that are most suitable for solar so our clients can better focus their marketing efforts", said Chris Bura, Founder & CEO.

Future plans for RoofRay include unveiling new commercial modeling technologies and expanding its operations to include modeling capabilities for geographies outside the United States.

###

About RoofRay

RoofRay is a solar modeling and estimation website for consumers and businesses. Users can, for free, locate their home or property via satellite imagery, draw a solar array, and RoofRay's patent pending technology will calculate the amount of electricity produced from a solar array of that size, in that geography and with that tilt and orientation. RoofRay also provides enterprise services such as Mass Modeling that identifies optimal solar properties for Solar Installers, Multi-Location Corporations and Municipalities. RoofRay was the first company to launch a solar modeling widget so anyone from a blogger to an installer can include RoofRay's modeling functionality on their own website. To learn more about RoofRay, visit www.roofray.com.

All trademarks/servicemarks and registered trademarks are the property of their respective owners. materially different. CO₂ equivalencies based on average of 1.37 Lbs CO₂ per kWh of Electricity.