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Contact Meredith Gandy, Associate Publicist
415.553.2116 | mgandy@kqed.org
www.kqed.org/press

Jonathan Bass, Director of Communications, SolarCity
650.963.5156 | jbass@solarcity.com

KQED Teams with SolarCity to Reduce Carbon Footprint
--SolarCity to install solar power system at
KQED's San Francisco headquarters --
-- The carbon neutral public broadcaster will host a "green" pledge day April 19 --

April 18, 2008, San Francisco --- Just in time for Earth Day, KQED is proud to announce a new step in its ongoing efforts to offset its carbon footprint. The station has teamed with SolarCity, a leading provider of solar power systems, to install solar panels at the public broadcasting center and promote solar power to KQED members across the Bay Area. SolarCity is installing a solar power system at KQED's headquarters in San Francisco, and this Saturday, will offer KQED members incentives to go solar themselves.

"Since its creation more than 54 years ago, KQED has been a public media leader and we're proud to continue that tradition as we transform, step by step, into a great organization with a light footprint on the earth," said Don Derheim, executive vice president of marketing and communications. "We've always had a clear but challenging directive about the programs we bring to our Bay Area audiences – nothing but the best quality content and educational outreach. The same challenge rings true for our own sustainability practices, and this solar step is an indication of the kind of citizen that KQED strives to be."

Tomorrow, on April 19, KQED will conduct its second annual "green" pledge day to support the station's effort to neutralize its entire year's worth of carbon emissions. During "green" pledge day, KQED listeners will be able to switch to a solar power system at a relatively low cost, taking advantage of SolarCity's unprecedented "SolarLease" financing option. KQED and SolarCity are working together to extend a special pricing offer to KQED listeners—including a \$0 down payment option—that can eliminate a major financial barrier to making the switch to solar power. SolarCity will recommend the appropriate solar system based on a resident's electricity needs, designed to create monthly energy savings greater than monthly solar costs to generate an immediate return on an investment in clean, renewable power. As part of the program, SolarCity will also make a donation to KQED for every system installed, and provide technology that allows KQED to track the amount of energy generated by solar power for the station and its members as they work together to reduce their collective carbon footprint.

"We're constantly challenging ourselves to come up with ways to make solar power more affordable for businesses and consumers, and we're teaming with KQED to further that goal," said Lyndon Rive, SolarCity's chief executive officer. "KQED has been creating awareness for critical climate change issues for years, and the goal of this program is to empower KQED listeners to take action, and demonstrate that homeowners can help save the environment and save money at the same time."

Last year, KQED made environmental history as the first public broadcaster in the country to become carbon neutral. KQED continues to work with the local non-profit organization LiveNeutral to measure its greenhouse emissions and will offset its carbon footprint for the second year in a row.

KQED will utilize donations and matching challenge grants from “green” companies for the unique pledge day. With contributions from local companies such as E.L.M.A.R.S., Green Key Real Estate, Bacchus Press and ASL Recycling, KQED celebrates the return of “green memberships” and all-green pledge gifts. Special KQED reusable shopping bags or green KQED cling stickers will be made available for those pledging over \$40. New members will be able to show their support of environmentally-friendly public broadcasting.

KQED has implemented responsible environmental practices for several years. A charter member of the Business Energy Coalition since 2005, KQED was recognized by PG&E and The Energy Coalition as a leader in demand response for San Francisco and California. Since 1991, the organization’s direct mail notices have been printed on recycled paper – a standard practice for KQED’s mailings whenever possible. KQED’s internal “Green Team” has led the way, partnering with Friends of the Urban Forest to plant trees around the building to provide shade in 1994, encouraging recycling throughout the KQED facility, as well as working with vendors to decrease the amount of paper being used in the building. KQED’s newest generation of copiers, for instance, allows users to scan and email directly to recipients, instead of the usual duplication and distribution.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television 9, one of the nation’s most-watched public television stations during primetime, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pepin: Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED’s digital television channels include KQED HD, KQED Life-Encore, KQED World, KQED Kids and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum with Michael Krasny* and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service (88.5 FM in San Francisco and 89.3 FM in Sacramento). KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.

About SolarCity

Headquartered in the heart of Silicon Valley, CA, SolarCity matches advanced solar power technology with a suite of installation services. The company’s comprehensive offering removes the technical, regulatory, and financing barriers to solar power, helping customers make smart renewable energy choices that save money. Boasting the industry’s most experienced team in solar system design and installation, and a proven track record of bringing new technologies to market, SolarCity is uniquely positioned to make solar power a practical choice for homeowners and businesses. SolarCity serves communities throughout California, Oregon and Arizona. For additional information, please visit www.solarcity.com.

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