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**FOR IMMEDIATE RELEASE**

**GEORGIA SOLAR POWER COMPANY SELECTS SPAULDING COMMUNICATIONS  
FOR ITS BRAND COMMUNICATIONS STRATEGY**

*Agency Employing its New GPS™ Program to Help Company Capitalize on  
Fast-Growing Solar Market*

**ATLANTA – April 3, 2009** – Georgia Solar Power Company, a leading installer of solar (photovoltaic) equipment and systems for residential and commercial use, has selected Spaulding Communications to develop its brand communications strategy. The agency will be using its unique GPS™ (Growth Potential Solutions) program to help Georgia Solar enhance its brand and marketing in the fast-growing solar industry.

“The solar industry is growing at a significant pace. We’re seeing more homeowners and businesses requesting our services, as well as an increase in competition,” said Georgia Solar Power President Ben Browning. “With this continued growth, we’re looking forward to working with Spaulding Communications to win customers, beat back the competition and further strengthen our position in the marketplace.”

According to a 2009 report commissioned by the American Solar Energy Society, the renewable energy industry grew three times as fast as the U.S. economy, with photovoltaic (and three other sectors) growing in revenue at an annual pace of more than 25 percent. The Georgia Solar Energy Association estimates Georgia has the potential to be ranked among the top 10 states for renewable energy jobs and revenue by 2012.

Spaulding Communications’ GPS™ program is a collaborative discovery process that looks at five critical elements for any organization: brand, sales, external marketing, employee communications and product/service development. The highly structured process allows organizations to see their business from a holistic perspective and then develop their own marketing and business strategies that are growth and solutions-oriented.

“Georgia Solar Power is the market leader for solar installation in Georgia, but they’re not resting on their laurels,” said Spaulding Communications President Matt Spaulding. “Even in growth times, they recognize the importance of having a unified business and brand strategy. We’re eager to help them take their business to the next level.”

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In addition to its GPS™ program, Browning says Spaulding Communications was selected because of its green expertise, citing the agency's membership with the U.S. Green Building Council and its public relations and communications work with other companies that offer environmentally responsible products.

### **About Georgia Solar Power Company**

Georgia Solar Power Company (GSPC) specializes in the design, sales and installation of renewable energy equipment and systems. Created to provide an alternative and sustainable power source, our company provides the highest quality of service for residential, commercial, government, marine, RV and remote applications. We provide affordable and dependable photovoltaic (solar), wind generation, solar thermal and rain harvesting products and systems. Through its parent company, Austin based Texas Solar Power Company (TXSPC), GSPC is able provide a wide selections of renewable energy products and systems at a price that is unmatched by most competitors. For more information please visit [www.gasolarpower.com](http://www.gasolarpower.com)

### **About Spaulding Communications**

Spaulding Communications is a strategic, full-service communications firm that combines brand knowledge and business insight with communications expertise to drive business growth opportunities for its clients. The agency meets the needs of its clients through a number of proprietary services and products, as well as a broad range of capabilities and practices, including consumer/lifestyle marketing, business-to-business communications, multilingual translation, online and social media influencing, and corporate sustainability positioning. Based in metro Atlanta, the award-winning firm has worked with startups to *Fortune* 500 companies. For more information, please visit [www.spauldingcommunications.com](http://www.spauldingcommunications.com).

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