



## **RGS Energy Selected as Exclusive Installer for Solarize New Haven Campaign**

*Kick-off Workshop on Wednesday, October 18th*

**DENVER, CO, October 11, 2017** – RGS Energy (NASDAQ: RGSE), the nation’s original solar company since 1978, has been selected by Solarize New Haven, a community-based residential solar purchasing cooperative, to bring solar electricity to homes and business owners in New Haven, Connecticut.

Solarize Connecticut is a community-supported buying program that uses discounted pricing, town supported education and outreach, competitively selected installers and access to flexible financing to significantly reduce the cost of solar for New Haven’s more than 14,000 owner occupied homes. The campaign and sign up period will commence on October 18, 2017 and run through March 7, 2018.

Marketing support for the campaign will be provided by SmartPower, the nation’s leading non-profit marketing firm dedicated to promoting energy efficiency and renewable energy and which has extensive experience with hundreds of community-based energy campaigns and Solarize projects across the country.

“We are thrilled to be joining forces with Solarize Connecticut once again for what we believe will be another successful Solarize program,” said Tom Champlin, Director of sales at RGS Energy. “We will provide our exceptional service to New Haven, supported by our 31 local Connecticut employees, based out of our 10,000 square foot, centrally located, warehouse in Bloomfield.”

According to Brian F. Keane, President of SmartPower: “Solar just makes sense for homeowners throughout New Haven. We now know that solar ownership increases the property value of our homes, it’s a smart way to control energy costs over the long term and is a good personal investment. So, it’s a real win-win-win for the homeowner. Let’s Solarize!”

Toni Harp, Mayor of New Haven, commented: "The City is bringing Solarize New Haven to residents as part of my administration’s ongoing commitment to increase the adoption of clean energy within this community. It's important that efforts be made at every level to reduce emissions contributing to climate change. The City has pledged to use 100% renewable energy in its operations and we hope residents will consider doing the same in their homes. I encourage everyone to determine whether or not their home is suitable for solar over the next 20 weeks while the discounted pricing is being offered."

To learn more about the Solarize New Haven campaign, visit [SolarizeCT.com/New-Haven](http://SolarizeCT.com/New-Haven).

## **About RGS Energy**

RGS Energy (NASDAQ: RGSE) is America's Original Solar Company providing solar, storage and energy services, whose mission is to provide clean energy savings. The company sells, designs, installs solar systems for residential homeowners and small business companies. The company is also the exclusive manufacturer of POWERHOUSE™, an innovative in-roof solar shingle using technology developed by The Dow Chemical Company.

For more information, visit [RGSEnergy.com](http://RGSEnergy.com), [RGSPOWERHOUSE.com](http://RGSPOWERHOUSE.com), on Facebook at [www.facebook.com/rgsenergy](http://www.facebook.com/rgsenergy) and on Twitter at [www.twitter.com/rgsenergy](http://www.twitter.com/rgsenergy). Information on such websites is not incorporated by reference into this press release.

RGS Energy is the Company's registered trade name. The company files periodic and other reports with the Securities and Exchange Commission under its official name "Real Goods Solar, Inc."

## **Forward-Looking Statements and Cautionary Statements**

This press release contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, including statements regarding the RGS Energy's results of operations and financial positions, and RGS Energy's business and financial strategies. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they provide our current beliefs, expectations, assumptions, forecasts, and hypothetical constructs about future events, and include statements regarding our future results of operations and financial position, business strategy, budgets, projected costs, plans and objectives of management for future operations. The words "plan," "future," "believe," "may," "will" and similar expressions as they relate to us are intended to identify such forward-looking statements.

Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. Forward looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward looking statements. Therefore, RGS Energy cautions you against relying on any of these forward-looking statements.

Key risks and uncertainties that may cause a change in any forward-looking statement or that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include: the level of demand for RGS Energy's solar energy systems; the increase in property value from solar ownership; our ability to generate sales and make installations under the Solarize Connecticut program; and our ability to assist residents of the Town of New Haven to help achieve their renewable energy objectives.

You should read the section entitled "Risk Factors" in our 2016 Annual Report on Form 10-K, as amended, and in our Quarterly Report on Form 10-Q/A for the quarter ended June 30, 2017, each of which has been filed with the Securities and Exchange Commission, which identify certain of these and additional risks and uncertainties. Any forward-looking statements made

by us in this press release speak only as of the date of this press release. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

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