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## NEWS RELEASE

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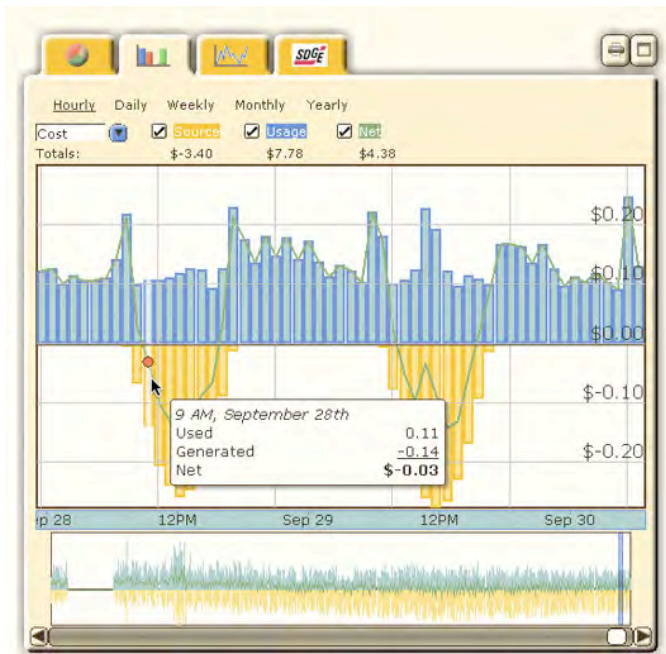
# Solar Power Gets a Lift with Oregon’s New Feed-In Tariffs that Pay Residential and Business Consumers for Solar Generation

## Payments Help Recoup PV Installation Costs for Customers of Oregon Electric Utilities

**Bend, Ore.** — February 9, 2011 — Oregon residents are the beneficiaries of a new solar incentive program passed by the legislature that took effect last summer. Customers of Portland General Electric, Pacific Power and Idaho Power in Oregon can apply to be part of the feed-in tariff program that pays the owner of a solar electric system a fixed premium rate for every solar kilowatt-hour (kWh) generated over 15 years as capacity is available. Similar programs have been used successfully in Germany, which has among the world’s most extensive installations of solar power.

While the local utilities meter and administer the tariff payments, EnergyTrust of Oregon oversees the program and offers additional information at <http://bit.ly/OregonFeed-InTariffs>. Details and payments schedules vary by location and type of installation with payments ranging from \$0.495 to \$0.585 per kWh generated. To qualify for the program, solar systems must be installed by licensed solar contractors listed on the EnergyTrust website.

Shawn Allen president of EcoVentures NW reports that the new program is driving considerable interest in new solar installations. He noted, “consumers who purchase solar equipment along with solar energy management tools can gain multiple benefits by improving energy efficiency to maximize feed-in tariff payments and receive up to a 30 percent tax incentive for the entire purchase price from the Federal government as well.” Allen explained, “any alternative energy installation should start with thorough monitoring of electric usage



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to determine where energy is being wasted. After addressing energy efficiency, customers will find that solar installations can be much more affordable than they realized. Couple those savings with the EnergyTrust and Federal incentive programs and renewable energy becomes considerably more appealing from a financial standpoint as well as an environmental one.”

To make sure customers get the maximum return on their solar investment, EcoVentures NW has recently become the Pacific NW distributor for EcoDog's FIDO Home Energy Watchdog, an easy-to-use hardware/software system that shows homeowners exactly how and where they are consuming electricity on a real-time basis with room-by-room detail that can help them achieve typical monthly savings of 15 to 25 percent and more — even before installing solar. This enables users to install a more cost-effective solar system and reap more rewards from the Feed-In Tariff program. As utilities roll out new Smart Meters, significantly greater savings for consumers are anticipated because FIDO allows users to avoid costly peak use surcharges. At the same time, EcoDog's FIDO system also offers the industry's most advanced monitoring of solar and alternative energy generation so users can quickly see how much they are saving or earning in both dollars and kiloWatts.

### **About EcoVentures NW**

Located in Bend, Oregon, EcoVentures NW offers a customer service-oriented team experienced with an experienced consulting staff dedicated to encouraging the use of sustainable building products that create, conserve or accurately measure energy consumption utilizing the latest available technologies. Their qualifications include: Sustainable Home Professional Certifications (SHP), Certified Sustainable Building Advisor (NSBA), Leadership in Energy & Environmental Design (LEED AP) and Certified Aging in Place Specialist (CAPS).

### **About EcoDog, Inc.**

EcoDog, Inc. ([www.ecodoginc.com](http://www.ecodoginc.com))— recently awarded Building Products Green Product Award for 2010 and CommNexus Greatest Gadget 2009 honors for its FIDO Home Energy Watchdog System — is committed to designing, building and making available the tools necessary for homeowners to easily and affordably monitor energy use, oversee alternative energy generation and control energy consumption to reduce homeowners' expenses while lowering demand for electricity.

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