

NEWS RELEASE

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SunCentral named 2011 Technology Impact Award Winner for Excellence in Product Innovation **SunCentral recognized for its potential to dramatically impact the Global Green Construction Industry**

Richmond, BC, June 15, 2011 – SunCentral is honoured to be chosen as the Winner of the 2011 Technology Impact Award (TIA) for Excellence in Product Innovation. The Excellence in Product Innovation Award acknowledges a technology that will dramatically impact or change the current market. SunCentral's Core Sunlighting System provides direct solar lighting in high rise buildings by harvesting sunlight from building facades and channelling the sunlight horizontally, deep into each floor of high rise buildings.

"We are honoured to be chosen as the 2011 TIA Excellence in Product Innovation Award Winner", said Tony Formby, CEO & President of SunCentral Inc. "We are grateful to the BCTIA for this prestigious recognition and their support through innovative programs like the Embedded Executive and the CEO-in-Residence Programs".

"Tonight's winners and finalists reaffirm the breadth of BC's technology sector, delivering cross-cutting innovations that touch all sectors of the economy," said Pascal Spothelfer, President and CEO of BCTIA. "We congratulate all winners and finalists for their ingenuity, adaptability and particularly their resiliency in a challenging economic climate – they are all making their mark on the world."

The TIA award is the second industry accolade for SunCentral in 2011 with SunCentral named to the [2011 Cleantech Emerging Rockets List](#) in February.

About BCTIA

The BC Technology Industry Association is an industry-funded organization supporting the growth of British Columbia's knowledge economy. Our membership of 2,700+ member companies employ over 60,000 workers and represents companies of all sizes and sectors.

The BCTIA delivers programs and services that assist in the growth and success of our members and our industry. These include the Technology Impact Awards, where excellence in innovation is celebrated, PEER2PEER groups, where members connect to share and learn, and the [Centre4Growth](#) where technology entrepreneurs have access to information and coaching to assist in the growth of their business. www.bctia.org

About SunCentral Inc.

SunCentral provides direct solar lighting to high rise buildings by harvesting sunlight from building facades and channelling sunlight horizontally, deep into each floor of high rise buildings. SunCentral's technology enables buildings to shut off electric lighting up to 75% of the time and also reduce HVAC cooling load by up to 25% during daylight hours. Artificial lights automatically compensate during cloudy periods and evenings so that only one lighting system is required for buildings.

SunCentral envisions by 2020, in most commercial buildings in major cities in the world, electric lights are turned off and buildings are illuminated with sunlight whenever the sun shines, substantially reducing energy consumption, greenhouse gas emissions and increasing energy security. www.suncentralinc.com

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