



For Further Information:
Bob Loeb, 585.586.8840
Tom Currie (Solar Sentry)
585.586.1480

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Solar Sentry Corp. attracts significant investor funding from Buffalo-based firm, prepares for field demo of unique solar energy monitoring technology

Solar Sentry Corp., a high-tech start-up in Pittsford, a suburb of Rochester, NY, has raised \$770,000 of equity investment in a \$1.2 million Series A round led by Bradford Energy, LLC, an investment firm in Buffalo, NY. The Series A proceeds will be used for development of products and services, sales channels, and the installation of two field demo sites.

Solar Sentry develops monitoring products and services for commercial solar electric sites to lower the cost of solar electricity. While today's monitoring technology usually measures only overall site production, Solar Sentry's patent-pending technology monitors performance and connectivity *for every individual solar panel in an installation*. Further, it uses inexpensive wireless communications for reporting this critical information – including specific malfunctioning panels identified upon installation or after years of use - to building operations personnel.

By utilizing the Solar Sentry technology (including its internet-based reporting capabilities), managers of commercial and industrial facilities can expect to:

1. Raise site output,
2. Shrink operating and maintenance costs,
3. Cut installation labor, and
4. Guarantee both initial and ongoing site quality.

The commercial segment of the photovoltaic solar power industry is approaching \$10 billion worldwide, having sustained a compound annual growth rate of more than 40% for the last several years. Solar Sentry plans to participate in that fast growing market by cost-effectively providing solar site performance information that can be used to produce more solar electricity at a lower cost.

More...

Bradford Energy, LLC, headquartered in Buffalo, NY, is a private investment firm focused on the energy industry. Bradford Energy, and its sister company Bradford Exploration, Inc. are the managing general partners for over 25 limited partnerships with investment targets ranging from traditional oil and gas projects to alternative energy technology. To inquire about Bradford Energy, contact John C. Farmelo, vice president, at (716) 803-1512 or jfarmelo@bradfordexploration.com

Solar Sentry Corp. is based in Pittsford, a suburb of Rochester, New York. Its scientific officers are the company's two co-founders: Gordon E. Presher, Jr., an electrical engineer and entrepreneur with extensive experience in high-tech electronics and software manufacturing, and Carlton J. Warren, a senior software/firmware engineer who serves as chief engineer. Contact Tom Currie, vice president of sales, at 585.586.1480 or tcurrie@solarsentry.com

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