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Contact: Virginia Nicols, Corporate & Community Relations, EcoMotion
(949) 450-7153, vnicols@ecomotion.us

Irvine, CA October 4, 2006

**EcoMotion Hosts Expert on Energy Efficiency and Renewable Energy Financing:
Many Options Available to Homeowners, Businesses and Municipalities**

During the last week of September, EcoMotion hosted Robert Barton, CEO of Catalyst Financial Group of Putney, Vermont, as he met with different Southern California stakeholders on the financing of solar systems. Barton considers himself a change agent for social responsibility, and his group has financed over \$2 billion in energy efficiency and alternative energy projects.

“Every energy project represents a different challenge,” says Barton, “but often it’s just a question of identifying the financial players who specialize in that market.” During working sessions in Santa Monica and Palm Desert, Barton reviewed different financing mechanisms for different audiences. For example,

- Homeowners wanting to improve their properties have access to conventional, secured loans like equity lines of credit as well as unsecured credit through energy efficiency lenders and Fannie Mae.
- Business options include conventional loans as well as on- and off-balance-sheet leases.
- Municipal entities may be able to take advantage of State-offered low-interest loans or tax-exempt leases, and may be able to support their constituents using revolving loans or linked-deposit accounts.

“Every person or program has to overcome the first cost hurdles and longer paybacks of green projects,” said Ted Flanigan, President of EcoMotion. “Finances loom even larger for solar. That’s why we turned to Bob and Catalyst. We want expert, up-to-date guidance on what is available.”

On the last day of his visit, Barton facilitated a lively discussion session at the EcoMotion offices attended by professionals from around Southern California, focusing on trends and opportunities within the finance industry.

Based in Irvine, CA, EcoMotion’s mission is to promote positive change for a healthy, sustainable future. To accomplish its mission, it applies *the power of positive example* and *the power of the increment* (many small actions building on other small actions) in the energy-related programs it designs and implements for schools, organizations, cities and utilities.

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