



NASDAQ OMX Copenhagen A/S

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Announcement Solar A/S
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Solar A/S intensifies the effort in lighting

Solar A/S intensifies the effort in lighting in our four main markets Denmark, Norway, Sweden and the Netherlands. We will expand the sales and product organisation of lighting experts in order to meet the estimated market growth in this business segment. The growth will be a result of the EU regulation of light sources which will be implemented to reduce the energy consumption towards 2020 and because a change into more maintenance-free and energy-saving lighting is often implemented within a short pay-back period or in other words – this is a good and profitable investment.

The action is a natural result of Solar's updated strategy for 2010 to 2015 " #1 in Technical Wholesale" and beyond an increased focus on lighting in general, we also boost our commitment to Solar's own sales concept Solar Light which is available in all four markets. We focus on energy-saving light sources and new light technologies and in this way we support the company programmes "Climate & Energy", "Utility" and "Facility Management".

In 2009, lighting represented approximately 13 per cent of Solar's total group revenue and with this new initiative, we expect to strengthen our market position within this segment in future.

In order to increase the incentive for investing in energy optimisation, Solar has created a new financing model which is especially aimed at public companies who are interested in financing of projects in relation to the pay-back period of the project.

Yours faithfully,

Solar A/S

Flemming H. Tomdrup