

Solarbuzz Hires Industry Specialist in Europe, Finlay Colville

SAN FRANCISCO, CALIFORNIA, April 28, 2010—Solarbuzz®, an international solar energy market research and consulting business, today announced that it has hired Finlay Colville to serve as a Senior Analyst. Finlay will be responsible for enhancing Solarbuzz reporting on solar manufacturing equipment including technologies, trends and forecasts within the solar industry.

The announcement follows closely on the heels of Solarbuzz's recent acquisition by The NPD Group last month—signalling continued growth for the business, as it expands its market research expertise on a global scale.

"We are excited to welcome Finlay to Solarbuzz's worldwide team of professional analysts," noted Craig Stevens, President of Solarbuzz. "Finlay's industry knowledge and market insights will be a great addition to our business. We look forward to tapping his industry expertise as we continue to provide unparalleled marketing research and information services to the industry."

Colville brings more than 10 years of experience in the photovoltaic industry to his new role at Solarbuzz. Most recently, he served as Director of Marketing for Coherent, Inc.'s solar business unit, where he managed the firm's market intelligence and product strategy in the solar sector. He has been a frequent speaker at major solar industry events worldwide, and is a regular contributor to leading solar trade magazines and online newsletters.

Before that, Colville was a Technical Director at Capital City Lasers, a start-up laser company based in Edinburgh, UK, and also held various roles in R&D at a range of laser companies in both the UK and US. He holds a bachelor's degree in Physics from University of Glasgow and a received a PhD in Laser Physics from the University of St. Andrews, Scotland.

"I am excited to be joining the Solarbuzz team, which has built a strong reputation for its extensive market knowledge throughout the entire solar/PV value supply chain. As the industry continues to witness astonishing growth rates, I look forward to leveraging the knowledge and insight of such a distinguished team, while helping to expand its client base with new reports, services and expertise," said Colville.

About Solarbuzz®

Solarbuzz, owned by The NPD Group, is a globally recognized market research-based business focused on the solar energy and photovoltaic industries since 2001. Solarbuzz clients include many of the largest global PV manufacturers, together with major investment banks, equipment manufacturers, materials suppliers, hedge fund companies, a wide range of other multi-nationals considering participation in this industry, and the largest PV system integrators. Solarbuzz offers a wide-array of reports, including [Marketbuzz®](#), an annual global PV industry report, and [Solarbuzz QUARTERLY](#), which provides historical and forecast data on the global PV supply chain. The company's research also provides annual Downstream PV Market Reports by region for the European, Asia Pacific and US markets. In addition, [Solarbuzz.com](#) is a recognized and respected online resource for the solar industry. For more information, visit <http://www.solarbuzz.com/>

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,800 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, [consumer technology](#), entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, contact us or visit <http://www.npd.com/> and <http://www.npdgroupblog.com/>. Follow us on Twitter at [@npdtech](#) and [@npdgroup](#).

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