

The NPD Group Acquires Leading Solar Energy Market Research Firm, Solarbuzz LLC

PORT WASHINGTON, NEW YORK, March 1, 2010—The NPD Group today announced that it has acquired Solarbuzz LLC, an international solar energy market research and consulting company. Solarbuzz will operate in conjunction with The NPD Group Company's DisplaySearch, the worldwide leader in flat panel display and electronics market research and consulting.

The acquisition extends The NPD Group's global market and supply chain research expertise into the burgeoning solar energy sector. Solarbuzz will keep its brand name, and the Solarbuzz team will report to Tim Bush, General Manager of The NPD Group's analyst-based services. DisplaySearch's existing solar energy research reports and services will be folded into Solarbuzz's product portfolio. As a result of the acquisition, clients will be able to leverage more reports, services, and expertise in the solar research market. By operating in partnership with DisplaySearch, its sister company, Solarbuzz will gain access to an extended network of sales and research support around the world, especially in Asia.

"We anticipate the solar energy market will expand rapidly as we continue to witness increased government and industry efforts focused on renewable energy," noted Tod Johnson, Chairman and CEO of The NPD Group. "As the flat panel display (FPD) supply chain matures and extends its manufacturing expertise into the solar energy sector, we see an opportunity to quickly expand our business in this segment by acquiring Solarbuzz, an established brand in the solar industry since 2001. The company will complement DisplaySearch's supply chain expertise in the FPD segment."

Craig Stevens, who will continue to serve as Solarbuzz's President, states, "We share a common vision to provide comprehensive, high quality solar market research to our respective client bases. We are delighted to become a part of The NPD Group family and have taken advantage of our discussions in recent months to plan further expansions to the existing range of Solarbuzz reports and consulting services."

Bush added, "We are thrilled about the acquisition of Solarbuzz and believe their globally recognized name, commitment to quality research, and deep roots in the solar industry will greatly enhance our capabilities in the solar research market. The synergies between both companies are substantial, and we look forward to blending our combined market research expertise in the solar and renewable energy sectors."

About Solarbuzz LLC®

Solarbuzz LLC is a globally recognized market research-based business focused on the solar energy and photovoltaic industries since 2001. The company has an experienced team of industry experts, who have worked at some of the most successful companies in the solar energy industry today. Solarbuzz clients include all 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 DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the \$770 billion display supply chain, as well as the emerging photovoltaic/solar cell industries. DisplaySearch provides trend information, forecasts, and analyses developed by a global team of experienced analysts with extensive industry knowledge and resources. In collaboration with The NPD Group, its parent company, DisplaySearch uniquely offers a true, end-to-end view of the display supply chain from materials and components to shipments of electronic devices with displays to sales of major consumer and commercial channels. For more information on DisplaySearch analysts, reports, and industry events, visit us at <http://www.displaysearch.com/>. Read our blog at <http://www.displaysearchblog.com/> and follow us on Twitter at [@DisplaySearch](#).

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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Note to Editors: Solarbuzz Fact Sheet and FAQ Available Upon Request

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