



STRATEGIC COMMUNICATION

News Release

For Immediate Release

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Leading renewable energy technology company taps Litos as strategic marketing partner.

(Providence, RI, September 14, 2011) BrightSource Energy, headquartered in Oakland, CA, has engaged Litos as its strategic marketing partner. BrightSource designs, develops and deploys concentrating solar thermal technology (CSP) to produce high-value steam for electric power, petroleum and industrial-process markets worldwide.

Litos' initial efforts on behalf of BrightSource will include assisting the company's executive management with the formulation of a strategic action plan while simultaneously achieving brand clarity through the development of core statements.

"BrightSource is no place for on the job training," said Joe Desmond, *Senior Vice President, Government Affairs and Communications*. "We were impressed by the speed and acuity with which Litos was able to grasp the nuances of our technology and market opportunities."

Longer term, Litos will take the lead in a major corporate website rebuild to support all communications and outreach efforts and launch several branded initiatives and campaigns.

About Litos Strategic Communication

Litos Strategic Communication has been involved in virtually every sector of energy for nearly three decades, from demand-response to energy efficiency to the smart grid; from utilities to transmission to technology; from natural gas to renewables. In 2007, the firm wrote the strategic plan to advance the Smart Grid Initiative for the GridWise Alliance. A year later, it authored *The Smart Grid: An Introduction*, for the U.S. Department of Energy, the first book of its kind to convey to a broad audience, in layman's terms, the power and promise of the smart grid. Following the success of *An Introduction*, Litos engaged in stakeholder outreach, publishing six additional guidebooks to address key stakeholder groups which ranged from utilities to regulators to consumer advocates.

Good Thinking