



Event Advisory/ Applied Materials to Host Discussion on How U.S. Renewable Energy Policies Can Drive Solar Growth

May 25, 2009

MUNICH, May 25, 2009 (BUSINESS WIRE) -- The United States Congress is currently formulating comprehensive clean energy legislation that will be critical to the growth of solar and other renewable energy sources in the U.S. and around the world. In conjunction with the Intersolar 2009 tradeshow being held in Munich from May 27-29, Applied Materials is hosting a press event with solar industry experts to discuss how these proposed new policies will shape the future of solar power and open new markets, including the vast and fragmented American utility market.

What: "Is it Solar's Time in the United States?"

Where: International Gasteemphang West at EG at the Messe

When: Thursday, May 28, 11:30 a.m. to 12:30 p.m.

Who: Winfried Hoffmann, VP and CTO Energy and Environmental Solutions, Applied Materials
Rhone Resch, President and CEO, Solar Energy Industries Association, a leading trade association for the solar energy industry in the United States
John Antone, VP of Marketing, Energy and Environmental Solutions, Applied Materials
Special Guest

Government policies have been vital to growing the solar photovoltaic (PV) industry around the world. It remains to be seen what the U.S. government will ultimately do to spur renewable energy, given America's complex and regional energy production market. Discussion will focus on these and other key questions:

- Can a national, progressive Renewable Energy Standard (RES) perform the role of a Moore's Law for solar?
- Would an appropriately financed clean energy "bank" to provide loans for renewable energy projects create financial momentum for solar investments?
- Should the U.S. government, the largest power consumer in the country, purchase a percentage of its power from renewable sources?
- How will carbon pricing mechanisms affect the world market for solar?
- Are utilities ready to purchase solar power and does it makes sense today, especially for peak power applications?

Intersolar 2009 is the world's largest solar technology trade fair focused on the Photovoltaic, Solar Thermal and Solar Architecture markets.

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SOURCE: Applied Materials, Inc.

Applied Materials, Inc.
Connie Duncan, 408-563-6209 (editorial/media)
Michael Sullivan, 408-986-7977 (financial community)