



Green Choice Solar

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Crescent Crown Distributing Installs One of Arizona's Largest Rooftop Solar Installations with Help From Green Choice Solar

Crescent Crown Distributing to offset nearly 75percent of energy needs with solar power at its Surprise Distribution Center.

SURPRISE, Ariz. – February 1, 2012 – Crescent Crown Distributing, one of the five largest beer distributors in the country, made the decision to go solar in 2011 at both of its Valley locations, distribution center in Surprise and new corporate headquarters in Mesa, Ariz. Green Choice Solar, the leading commercial solar integrator in Arizona, was selected to procure the incentives and complete the rooftop installations for both locations.

“This is an exciting project for CCD. We have seen a growing number of our suppliers and fellow distributors across the country making significant investments in green technologies, and we felt it was important to our standing as a leader in the industry and the community to make a similar investment,” said Neil Baier, Vice President of Finance for Crescent Crown Distributing.

Crescent Crown Distributing has long been committed to the environment and sustainable practices. “Not only does the new solar system make sound financial sense,” said James Moffett, Jr., President of Crescent Crown Distributing, “but more importantly it’s the ‘right’ thing to do for the future of our environment.” The solar system will offset over 107 million pounds of carbon emissions over the next 25 years, which is equivalent to taking over 8,800 cars off the road.

The Surprise CCD facility installation was completed in December 2011. The installation only took 7 weeks, with expedited service by Green Choice and the rapid turn-around on the permit process by City of Surprise officials. A total of 6,840 Schott Poly-235 panels using a specialized ballasted racking system from Applied Energy Technologies were put on the roof of the 240,000 square foot building and will produce 1.6 megawatts of clean renewable electricity.

Important tax incentives were a major factor in driving the rapid installation. Government incentives in the form of a 30 percent grant towards the cost of the solar system and 100



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percent bonus depreciation in the first year were just some of the strong selling points for Crescent Crown executives.

“We are always looking for companies like Crescent Crown, that see the future of rising energy rates and want to lock in lower solar rates now,” said Tony Doran, CRO and Co-Founder for Green Choice Solar.

About Crescent Crown Distributing LLC

Crescent Crown Distributing was formed in 2001, with the merging of Louisiana-based Crown Beverage Company and Crescent Distributing, a subsidiary of Poydras Street Investors. They tripled its size with the purchase of Pearce Beverage, LLC, a beer distributorship located in Phoenix, Arizona. A further acquisition in Louisiana in 2005 helped push Crescent Crown into the top tier of beer distributors in the country. Crescent Crown now sells and delivers over twenty-six million cases annually throughout its distribution territories in Arizona and Louisiana.

About Green Choice Solar LLC

Founded in 2009, Green Choice Solar is the current market leader for commercial and governmental solar integration in the Southwest. The Scottsdale, Ariz., based company offers complete solar solutions for small to large businesses. Green Choice Solar has established its presence in the industry by empowering its clients to immediately save money; its commitment to quality engineering and products; and its full-service integration approach.