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## **POWERHOUSE SERVICE CHANGES NAME TO RENOVATE AMERICA AND OFFERS NEW HERO PROGRAM**

***New Name And Brand Actively Represent Company's Mission To Renovate America Towards A More Energy And Water Efficient Nation.***

**SAN DIEGO**, Calif. – June 23, 2010 – PowerHouse Service, a San Diego based provider of PACE (Property Assessed Clean Energy) financing solutions, has announced that they are rebranding and repositioning the company to effectively engage communities in a meaningful movement around home energy renovation.

“We know that the real measure of success for PACE programs will be community engagement and involvement. To that end, we are providing our city and county partners a robust marketing platform that engages property owners, contractors and local government leaders in rolling out successful PACE programs,” said J.P. McNeill, CEO of Renovate America.

As part of this new brand rollout, the company is also launching its HERO (Home Energy Renovation Opportunity) program. HERO is designed to do more than simply facilitate the financing of renovation projects. The HERO program provides local governments an inspiring initiative that can effectively engage property owners in retrofitting their properties. It is a call to action to engage local government leaders, small businesses, and property owners in a program that can make a positive impact on the community as a whole.

PACE (property assessed clean energy) financing provides property owners new opportunities to renovate their buildings by financing approved energy improvements through their local governments. Payments are made through the

property tax bill, and, if the property is sold before the balance of the financing has been paid off, the obligation travels to the new property owner. This enables people to make improvements and increase their property values without the risk of potentially over investing in their properties. Nineteen states have already passed PACE legislation and thirteen other states are in the process of approving PACE legislation.

Renovate America is providing PACE program administration services to the City of Yucaipa, to member agencies of Western Riverside Council of Governments and to Orange County.

“Renovating properties is the single greatest opportunity to reduce carbon emissions, save energy, save money, increase property values and create new jobs. HERO enables local governments the opportunity to do that. It’s truly an opportunity for millions of people to make a positive contribution and to help create real heroes in their communities,” said McNeill. “We’ve had an incredibly positive response from our partners and are excited to help our clients realize the benefits of PACE within their communities.”

### **About Renovate America**

Founded in 2008, Renovate America helps communities across the country retrofit properties to save energy, save money, increase property values and create jobs. With its partners, the company specializes in providing a comprehensive solution for local governments to implement successful PACE financing programs including PACE origination, program administration, marketing, customer service, training and contractor support.

Renovate America – Financing the home energy revolution.

For more information on the HERO program and PACE financing, visit **RenovateAmerica.com**.

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