July 17, 2014

Sunrun Strengthens Leadership Team with Key Appointments from TXU Energy, Box and United Technologies

Leading U.S. Residential Solar Company Appoints Michael Grasso Chief Marketing Officer; Cameron Kinloch VP of Financial Planning & Analysis; Antonio Cintra VP of Distribution

SAN FRANCISCO, July 17, 2014 /PRNewswire/ --Sunrun, a leading home solar company in the U.S., today announced the expansion of its leadership team led by the appointment of Michael Grasso as chief marketing officer (CMO). Grasso is responsible for Sunrun's consumer experience and growing the company's brand through direct and mass marketing and product initiatives.

Grasso brings more than 22 years of experience building brands that create value for consumers across the energy, entertainment, telecom and financial services industries. Most recently, Grasso served as CMO of TXU Energy, the largest competitive retail electricity company in Texas.

"Sunrun's history as a disruptor and innovator in the residential solar industry and its commitment to providing the best customer experience positions us well to continue leading in this market," said Grasso. "I look forward to building upon Sunrun's solid foundation to inspire even more families to choose clean solar power for their home."

Prior to TXU Energy, Grasso served as senior vice president of brand management at USAA, a privately held, fully integrated, financial services provider known for its customer service and superior financial ratings. He began his career with AT&T, where he spent 15 years in leadership roles overseeing national product rollouts for multiple voice services, high-speed Internet and the AT&T U-verse® brand. Grasso holds a Bachelor of Arts degree from St. Mary's University and a Master of Science degree from Washington University.

Sunrun also appointed Cameron Kinloch vice president of financial planning & analysis (FP&A) and Antonio Cintra vice president of distribution. Kinloch joins Sunrun from Box, a premier secure cloud collaboration and content management company, where she was instrumental in shaping the company's global strategic growth plan. Prior to Box, she led Netflix's strategy and financial planning for international market expansion, including the launch of Netflix in the Nordics region. Cameron also brings extensive experience in corporate finance, capital markets and structured finance from her previous executive roles at Goldman Sachs and Morgan Stanley. Kinloch holds a Bachelor of Arts degree and a Master of Business Administration degree from Harvard University.

Cintra brings extensive expertise in the integration of service-based businesses and serving the needs of channel partners. He spent 15 years at Philips where he played key roles in the

development, sales and marketing of some of the company's most leading edge products and technologies. He later served as President at United Technologies managing the Fire and Security Services business in the Americas and the Global Detection and Alarm business. Most recently Cintra was co-founder and investor in a startup focused on the home automation market that launched the world's first smartphone-based garage door opener. He holds a degree in economics from York University in Toronto and completed the Columbia Senior Executive Program (CSEP) at Columbia University.

"The growth potential of this market is enormous and we continue to fold in capabilities for our direct and partner channels, further increasing our momentum in the most capital efficient and customer-focused manner," said Lynn Jurich, chief executive officer of Sunrun. "Michael, Cameron and Antonio bring years of proven leadership and strategic experience in building brands and scaling companies for long-term growth and will further strengthen our vision to transform the residential power industry as it exists today."

The executive appointments follow Sunrun's successful fundraising activity earlier this year, including recently closing $150 million in equity financing. It is the largest private equity raise announced to date for a private residential solar company in the U.S.

About Sunrun
Sunrun pioneered solar service, a way for homeowners to go solar without high upfront costs. Sunrun provides all the services homeowners need to choose cleaner, cheaper energy and fix their electric costs for 20 years. The company installs, owns, insures, monitors and maintains the solar panels on a homeowner's roof, while families pay just for the electricity at a lower rate than their current utility. Since Sunrun introduced solar service in 2007, it has become the preferred way for consumers to go solar in the nation's top solar markets. Sunrun has attracted enough capital to support the purchase of more than $2 billion in solar systems and has raised more than $300 million in equity capital. For more information please visit: www.sunrun.com.

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