



PRESS RELEASE

Media Contact:
Kate Rapson/Ruchika Jain
Graham & Associates
415 986 7212

postranchinn@graham-associates.com

For Immediate Release

Post Ranch Inn Turns On Solar

Largest Hotel Solar Installation in California

BIG SUR, Calif., May 4, 2009 – As the hospitality industry struggles with its global carbon footprint, [Post Ranch Inn](#), recognized throughout the world as a leading [green coastal property](#), switched on a 990-panel solar installation, the largest hotel [solar project](#) in California and one of the largest in the U.S.

According to the U.S. Environmental Protection Agency (EPA), the system is estimated [to reduce carbon emissions](#) by 611,000 pounds annually. That is equivalent to removing over 50 vehicles from the road or serving nearly 39 U.S. households' electricity needs.

The solar array is owned and operated by [Recurrent Energy](#), a distributed power company and leading provider of onsite solar energy. Post Ranch buys its electricity generated by the system from Recurrent Energy through a power purchase agreement (PPA) at an estimated lower rate than Post Ranch would pay the utility company. In addition, Post Ranch is now insulated from future utility increases. After 15 years of operation, the hotel can purchase the system at a nominal cost and produce free electricity for itself.

"This solar project is a remarkable event at Post Ranch Inn, which, this year, celebrates its 17th anniversary," said Mike Freed, managing partner at Post Ranch Inn. "We are now able to run much of the hotel with energy generated at the hotel. We hope Post Ranch will become an example how solar can be installed with little cost, yet deliver all the benefits. The hotel industry is perfect for solar as energy consumption is highest during off-peak hours. If green is today's new luxury, a top-to-bottom sustainable business model that includes solar is the right direction."

The solar array consists of 990, 210-watt photovoltaic (light to electricity) solar panels that will produce almost 400,000 kWh of pollution-free electricity in the first year alone. It is designed to adjust the panel angle to maximize solar efficiency by following the sun's progress throughout the day. The installation is a grid-connected system operated in parallel with the utility grid.

When less solar power is produced than demand requires, the PG&E utility grid supplies the difference. When more solar power is produced than demand requires, the meter turns backward, generating a credit with the utility which Post Ranch can use as needed.

During installation, guests were already excited about the solar system and asked to learn more about it. To continue to involve guests and staff, a monitoring station, to be located in the hotel's library, will show how much power is being generated at any one time. For those wanting more information on the system's day-to-day performance, Recurrent Energy's Solar Monitor is available on www.postranchinn.com. The online monitor includes current and historic performance data; up-to-date environmental savings statistics; live weather data from Big Sur; along with general project information and photos.

"Part of our philosophy at Post Ranch is to instill guests with a sense of appreciation for the environment. With this project, we want to help educate guests on solar by including it on our nature walks and exhibiting its performance via the monitor in the library with the hope that they will consider integrating renewable energy sources in their own homes and businesses," said Freed.

The project received full support from local interest groups. From archaeologist collaboration to ensure zero impact on adjacent cultural and archaeological resources, to compliance with an established Habitat Conservation Plan that included protection and monitoring of red-legged frog habitat, to compliance with conservation easement requirements, the Post Ranch solar array represents a highly successful collaboration.

Such a deep environmental focus is not new to Post Ranch Inn. It is recognized on *Trip Advisor's* 2007 "[Top 10 Environmentally-Friendly Accommodations](#)" list as the number one green hotel in the U.S. The property's environmental focus began when it was first planned in the early 1990s. The site, located on the Big Sur coast, was carefully designed to preserve large, old-growth trees; sustainable materials were used; operations, including California's first commercial grey water system, were structured to be environmentally sensitive; and the food and beverage program set out to support local sustainable farming.

These efforts, and now hosting the solar energy system, are not only environmentally progressive, but enhance the experience at Post Ranch Inn as guests appreciate the extent to which the environmental practice is as artfully executed as the hotel itself.

It also marks an historic year in Big Sur. Billy Post, the son of the original settlers of Post Ranch, general partner and resident of Big Sur, said, "In 1959, electricity made its way down the coast to Big Sur. Now, 50 years later, we are bringing solar energy here. At Post Ranch, from the time my great grandfather came to Big Sur in 1860, we have always had a sense of stewardship for preserving Big Sur and my family's land: this solar array is another example of our commitment."

Designed and installed by Suntech Energy Solutions, which is part of Suntech Power, the largest photovoltaic company in the world, the installation is partially visible as guests pass the Post Ranch Inn gates and enter the spectacular 100-acre property. The panels are located out of sight from the reception, restaurant and guest rooms so as not impose aesthetically on the property's vistas. Nor is the array apparent to drivers on California's scenic Highway 1.

About Post Ranch

Located just off Highway 1 and spanning 100 acres, Post Ranch Inn offers 40 uniquely designed rooms, each with panoramic vistas of the Pacific Ocean or the Ventana Mountains.

[Recognized](#) for its organic architecture, dining, wine collection, spa, dramatic location, services, and dedication to the environment, Post Ranch Inn embodies a soulful experience for those seeking to rejuvenate, reconnect, or celebrate a special occasion such as a honeymoon, anniversary or romantic getaway.

Post Ranch is managed by [Passport Resorts](#) of San Francisco. Passport owns and operates small upscale hotels and resorts, including Post Ranch Inn, [Jean-Michel Cousteau Fiji Islands Resort](#), [Cavallo Point — the Lodge at Golden Gate](#) and the [Sea Ranch Lodge](#). These hotels have received numerous awards and garnered international recognition for environmentally and socially responsible business practices.

#