



COMPANY ANNOUNCEMENT

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SOLAR TOWER HEADLINES U.S. ANALYST INDUSTRY BRIEF

[EnviroMission Limited \(ASX: EVM\) \(OTCQX: EVOMY\)](#) Solar Tower development progress in Arizona has been headlined in a Raymond James and Associates (Raymond James) Equity Capital Markets Energy Research Division Alternative Energy Industry Brief, '**Solar Tower Moves Toward Commercialization in Arizona**'.

"The upbeat analysis of EnviroMission's *'flurry of progress'* toward [Solar Tower](#) commercialization in the U.S. since Raymond James analysts first covered Solar Tower technology in a 2009 Energy Industry Brief, '**Solar Tower Technology Makes U.S. Debut**', points to EnviroMission's Power Purchase Agreement with the Southern California Public Power Authority as one of the signs of progress achieved over the period," said Roger Davey, EnviroMission Chief Executive.

Mr. Davey said, "Raymond James had once again declared EnviroMission's Solar Tower power station technology as the 'third commercially viable option' available to U.S. utilities in their race to 'individually decide which technology to use in their large-scale solar projects.'"

"EnviroMission's success to achieve a Power Purchase Agreement to sell electricity from the so called 'early-stage' 200MW Arizona Solar Tower to the South California Public Power Authority (SCPPA) ahead of variously owned 'advanced' hybrid PV and CSP technologies identified by the analyst as the other runners in this 'three technology race' in many instances are without Power Purchase Agreements," Mr. Davey said.

The Raymond James Industry Brief also suggests 'expansion of the solar market' represents a 'long-term trend' that EnviroMission plans to mirror starting with development in the United States to be followed by a strategy for global expansion supported by world-class engineering and design services available to EnviroMission through the appointment of Arup in November 2010.

The appointment of Arup was amongst a list of achievements specified as positive progress that has also resulted in EnviroMission headlining a second Raymond James Industry Brief in two years.

"Raymond James analysis and interest in Solar Tower technology is particularly valued by EnviroMission for the level of thought leadership, objective analysis and professionalism that underpins Raymond James international reputation; theirs is a view that holds weight in many quarters," Mr. Davey said.

Raymond James provides highly researched, informed and independent analysis that is backed by a full service New York Stock Exchange listed Investment Bank with domestic and international investment banking and institutional sales reach.

The expanded [Raymond James Industry Brief 'Solar Tower Moves Toward Commercialization in Arizona'](#) is now available at: www.enviromission.com.au

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