

## **Cinnamon Energy Systems Background**

### **Riding the Solar Coaster Since 2001**

Los Gatos, CA – You may have noticed that large bright yellow building on University Avenue in Los Gatos, directly across from Vasona Lake Park. It's home to one of the pioneering solar companies in the U.S.: [Cinnamon Energy Systems](#) (CES).

Since 2001, CES and its predecessor companies Akeena and Westinghouse Solar have installed and serviced over 15,000 residential and commercial solar and battery systems – with 8,000 of these systems in the Bay area. And they're continuing to ride the "solar coaster's" ups and downs as they install solar, batteries, heat pumps and electrical upgrades for homes in Silicon Valley.

Over the years the company and its employees have:

- Hauled over 200,000 solar panels up to rooftops, representing 63 megawatts of generating capacity
- Installed 2,600 home batteries to provide backup power and additional energy savings
- Reduced customer electric bills by a cumulative \$33 million (at current electricity rates).
- Prevented the emissions of over 66,000 tons of CO<sub>2</sub> from burning natural gas
- Recorded over 400 [Energy Show](#) podcast episodes

"The cheapest way to generate and deliver electricity is with rooftop solar panels coupled with batteries," said Barry Cinnamon, CEO of Cinnamon Energy Systems. "There is no other fuel or generating source that can scale as quickly and inexpensively. Despite these clear economic benefits, it's not an easy time to be competing against incumbent utilities like PG&E, the fossil fuel industry, and a general anti-renewables sentiment within the Federal government."

Regardless of what happens on a national level, Cinnamon Energy Systems has always supported the local Los Gatos and Saratoga communities, as well as state-level renewable energy efforts. For example, the company and its predecessors:

- Worked to overcome [local objections to solar panels](#), and passed the updated [California Solar Rights Act in 2004](#)
- Developed the economic analytical basis for the California Solar Initiative, the largest state-wide incentive program for rooftop solar
- Donated a 10-kw rooftop solar system to the Saratoga Redwood Middle School and a
- Actively educate and support high school and middle school students with seminars on renewable energy technologies, such as the [Sustainable Future Outdoor Academy](#)

### **About Cinnamon Energy Systems and Barry Cinnamon**

Located at 809 University Avenue in Los Gatos, California, [Cinnamon Energy Systems](#) (CES) is a one-stop shop for home electrification, including solar, batteries, heat pumps

and electrical upgrade services throughout the Silicon Valley area. CES' [Service Department](#) provides solar and battery system support to homeowners -- whether they purchased their systems from CES or another company. CES is a licensed California C-46 Solar, C-10 Electrical, C-20 HVAC and B General contractor.

Barry Cinnamon, their CEO, started his solar career at MIT, where he earned a BS Degree in Mechanical Engineering, and then followed that up with an MBA from Wharton. He is a [NABCEP](#) Emeritus solar installer, [California Solar and Storage Association](#) President Emeritus, and former [SEIA](#) Board Member. Previously he was the founder and CEO of Akeena/Westinghouse Solar, where his team developed the first commercialized AC solar module. In his spare time Barry hosts the weekly [Energy Show](#) podcast, still climbs up and down ladders regularly, and works as a farm hand in his wife's backyard garden.