



The Smart Energy Company™ Announces New Addition to Leadership Team

The Smart Energy Company™, New Brunswick's leading commercial solar developer, is pleased to announce the appointment of Jeff McAloon as its new Chief Revenue Officer effective July 1st, 2021. McAloon has led cross-sectoral operational growth for more than 20-years.

McAloon will be responsible for new revenue development including the export of the NOREASTER® Solar Farm product line - a first-of-its-kind, modularized and packaged solar energy solution proven to withstand the harsh climate of Atlantic Canada. Worldwide demand for commercial-grade solar packages for farmers, businesses, municipalities and utilities is growing exponentially.

"The solar industry is poised for historic growth, but it takes strong leadership to effectively capitalize on opportunities like this," said **Chief Executive Officer, Mark McAloon**. "Jeff has a long history of building highly efficient and effective teams along with successfully growing new lines of business in a variety of industries. I'm proud to be working alongside my brother while enabling our complementary skill sets to strengthen the growth of our organization. We are absolutely thrilled he is joining our team."

About The Smart Energy Company™: The Smart Energy Company™ is New Brunswick's leading commercial solar developer, whose projects to date account for close to half of all grid-tied solar installations in New Brunswick. More information about the NOREASTER® and the Smart Energy Company™ and can be found at <https://thesmartenergycompany.ca>.

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