

## **PRESS RELEASE**

### **Introducing The Energy Show on KLIV, Hosted by Barry Cinnamon** New San Jose Radio Show Provides Money-Saving Tips on Ways to Reduce Energy Consumption at Home and at Work

May 7th, 2013 – San Jose. KLIV and Barry Cinnamon announce the “Energy Show on KLIV,” a weekly 30 minute talk show that provides money-saving advice and tips on ways to reduce your energy consumption. As energy costs consume more and more of our hard-earned dollars, you’ll be surprised at how easy it is to pay less at the pump and slash your electricity bill – all without making a dent in your Silicon Valley lifestyle.

Show topics will cover a range of topics of interest to Silicon Valley home owners and business owners. Upcoming topics include: the Economics of EVs and Hybrid Cars in Silicon Valley, New Financing Options for Home Solar Power, Water Recovery and Recycling Systems, LED Lights and Automated Lighting Controls, and Tasting Silicon Valley Solar Powered Wines.

“I’ve always been passionate about saving money on energy, whether it’s at home with rooftop solar power, at work with more efficient lighting, or on the road with a hybrid or electric vehicle, said Barry Cinnamon, host of the Energy Show and CEO of Cinnamon Solar. “Many of the technologies that were developed right here in Silicon Valley – such as electric vehicles, LED lighting and rooftop solar – are now surprisingly affordable,” said Cinnamon. “We are happy to partner with KLIV on this weekly show so that San Jose area listeners can get the straight scoop on practical energy saving options.”

“As Silicon Valley’s only all-news radio station, we like to cover topics that are of interest to our local community,” said Bob Kieve, owner of KLIV and KRTY. “Energy is certainly one of those topics that are of interest to our tech-savvy and energy-hungry region. We are delighted to add Barry Cinnamon’s savvy energy advice to our lineup of weekly radio programming.”

#### **About KLIV**

1590 KLIV is Silicon Valley’s only all-news radio station. Unlike San Francisco stations KLIV’s focus is on the news, events and people of Silicon Valley. We are a rarity in today’s world of radio: a locally-owned station that serves the needs of it’s community. Besides local news coverage 1590 KLIV is known for our frequent and accurate traffic reports covering Silicon Valley roads and freeways. KLIV’s traffic coverage is unique in a number of ways. For example KLIV routinely tells listeners not only the location of a traffic problem but also the time it was reported to us. 1590 KLIV is an affiliate of NBC Radio, which provides up-to-the-minute national and international news. 1590 KLIV airs special programs such as our Tuesday night CEO Show hosted by Silicon Valley Leadership Group President and CEO Carl Guardino. We carry speakers from the San Jose Rotary Club, and the Commonwealth Club. If you live in or around

Silicon Valley we urge you to listen frequently to the only radio station that focuses on the news where you live, work and drive 1590 KLIV.

**About Barry Cinnamon**

Barry Cinnamon is an international expert on solar power and other energy-saving technologies. As the founder of Akeena Solar and Westinghouse Solar, he built the first coast-to-coast solar installation company, with over 10,000 customers happily spinning their electric meters backwards. In addition to providing consulting services to solar technology companies around the world, he has returned to his Silicon Valley roots at Cinnamon Solar, providing solar installation services for local homeowners in the San Jose area.

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