



## Summer Solstice Survey Shows U.S. Consumers Want More Solar Energy

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### *Americans Also Willing to Pay More for Renewable Energy*

SANTA CLARA, Calif., Jun 21, 2010 (BUSINESS WIRE) --A new survey conducted by Applied Materials, Inc. reveals that two-thirds of Americans believe solar technology should play a greater role in meeting the country's energy needs. In addition, three-quarters of Americans feel that increasing renewable energy and decreasing U.S. dependence on foreign oil are the country's top energy priorities.

Today is the summer solstice, the day the sun shines in the northern hemisphere for the longest period of time all year. In recognition of this day and the ongoing debate concerning energy reform legislation, Applied Materials, the world's leading supplier of solar panel manufacturing equipment, conducted its second annual survey to gauge the public's current knowledge and opinion of solar energy usage in the U.S.

According to the survey, 67 percent of Americans would be willing to pay more for their monthly utility bill if their utility company increased its use of renewable energy and 49 percent of consumers polled would be willing to pay \$5 or more each month for an increased amount of renewable energy--a 14 percent increase from the results of Applied Materials' 2009 survey.

"Americans are becoming more aware of the need for responsible energy solutions, like solar power, and increasingly want their government to drive policy and investment aimed at finding alternative ways to power our homes and economy," said Dr. Charles Gay, president of Applied Solar, a division of Applied Materials. "With the right energy legislation in place, the U.S. could reap the benefits of one of the biggest economic job engines of this century - the clean energy revolution."

For more detailed information on the survey results, visit: <http://blog.amat.com/solstice>.

### **Survey Methodology**

Applied Materials engaged Ketchum Global Research Network to design and analyze a telephone survey of a nationally representative sample of 1,000 American adults. For purposes of the survey, renewable energy was defined as energy generated from sources that are naturally replenished, such as sunlight, wind, tides and geothermal heat. The survey was fielded by ORC, a research company, during the period June 10-13, 2010. The margin of error for the base sample is +/- 3.0% at the 95% confidence level.

Applied Materials, Inc. (Nasdaq:AMAT) is the global leader in Nanomanufacturing Technology(TM) solutions with a broad portfolio of innovative equipment, service and software products for the fabrication of semiconductor chips, flat panel displays, solar photovoltaic cells, flexible electronics and energy efficient glass. At Applied Materials, we apply Nanomanufacturing Technology to improve the way people live. Learn more at [www.appliedmaterials.com](http://www.appliedmaterials.com).

SOURCE: Applied Materials, Inc.

Applied Materials, Inc.

Matt Cenicerros, 408-563-6874 (editorial/media)

Michael Sullivan, 408-986-7977 (financial community)