



## Samsonite Selects Ascent Solar Modules for Integration Into Carrying Case Products

THORNTON, Colo., Apr 14, 2010 (BUSINESS WIRE) -- [Ascent Solar Technologies, Inc.](#) (NASDAQ:ASTI), a developer of flexible thin-film solar modules, announced today that Samsonite, the worldwide leader in travel solutions, has selected flexible light-weight CIGS modules from Ascent Solar to be integrated into its new line of solar consumer products being initially rolled out this summer. The two companies have been working together through product development and today's development symbolizes the progress and innovation from both companies to make portable power a part of an everyday product from a global leader in its industry.

Lynne Berard, Samsonite VP Sales & Marketing stated, "As our lives depend more and more on mobile electronics and the need to power and carry such devices, we believe that integrating solar panels into our carrying case solutions will be a game changer in the industry. By utilizing the unique, flexible, lightweight, rugged and subtle modules from Ascent Solar, we are able to provide our customers with power on the go, while not compromising our stringent standards for quality and style."

"Samsonite is a name that needs no introduction. They are a global leader in luggage and consumer travel products through innovation and customer service," said Farhad Moghadam, President and CEO of Ascent Solar. "Our selection by Samsonite gives Ascent Solar a clear path to market with solar integrated consumer products and establishes Ascent as a solar technology solution provider that can meet the needs of consumers demanding a rugged and light-weight portable way to power their electronics. We understand the evolution of the solar industry and how it can better relate to the consumer. With this in mind our goal is to enable and lead a new wave of portable solar charging solutions through Samsonite that will revolutionize the way we power our electronics anywhere and everywhere under the sun."

### About Samsonite

Samsonite is the worldwide leader in superior travel bags, luggage and accessories, combining notable style with the latest design technology and the utmost attention to quality and durability. For 100 years, Samsonite has leveraged its rich design heritage to create unparalleled products that fulfill the travel and lifestyle needs of the sophisticated traveler.

### About Ascent Solar Technologies

Ascent Solar Technologies, Inc. is a developer of thin-film photovoltaic modules with substrate materials that can be more flexible and affordable than most traditional solar panels. Ascent Solar modules can be directly integrated into standard building materials, space applications, consumer electronics for portable power or configured as stand-alone modules for large scale terrestrial deployment. Ascent Solar is headquartered in Thornton, Colorado. For more information, go to [www.AscentSolar.com](http://www.AscentSolar.com).

### Forward Looking Statements

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the Company's actual operating results to be materially different from any historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe these risks and uncertainties, readers are urged to consider statements that contain terms such as "believes," "belief," "expects," "expect," "intends," "intend," "anticipate," "anticipates," "plans," "plan," to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's filings with the Securities and Exchange Commission.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6248586&lang=en>

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