



Photo Release -- UNI-SOLAR Brand Photovoltaics Set Sail on Royal Caribbean's Allure of the Seas

AUBURN HILLS, Mich. and FT. LAUDERDALE, Fla., Jan. 6, 2011 (GLOBE NEWSWIRE) -- United Solar, a leading global manufacturer of light-weight, flexible thin-film solar modules and a wholly-owned subsidiary of Energy Conversion Devices (Nasdaq:ENER), announced today that their *UNI-SOLAR*® brand photovoltaics have been installed on Royal Caribbean's *Allure of the Seas* cruise ship.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8566>.

Royal Caribbean International launched the *Allure of the Seas* on December 5 out of Port Everglades in Ft. Lauderdale, FL, with *UNI-SOLAR* laminates installed by BAM Solar of Miami providing electricity for the ship's shopping district.

"*UNI-SOLAR* laminates were the only solution that works for such a unique solar application like this," said Andrew Rasken, President of BAM Solar. "We needed lightweight. We needed a solar product that doesn't require surface penetrations, one durable enough that people can walk on, and that will stand up to the rigors of the harsh elements of being at sea. *UNI-SOLAR*'s product versatility, flexibility and numerous unique characteristics of the laminates were the perfect solution for this exclusive and fun application—one which BAM Solar is honored to have been selected to design, manage and install."

This project is BAM Solar's second installation of *UNI-SOLAR* laminates on a Royal Caribbean cruise ship.

"The first Oasis-class ship, *Oasis of the Seas*, has had such positive feedback for using solar that we knew we had to do it again with our Oasis' sister ship, *Allure of the Seas*," said Rasmus Norling, Royal Caribbean Cruises Ltd., Manager of R&D Environmental Technologies and Environmental Stewardship. "Royal Caribbean is devoted to environmental protection and is the industry leader in our commitment to energy sustainability. Solar is one part of that mission."

"United Solar has exciting new product developments in both commercial and residential solar," said Mark Morelli, President and CEO of United Solar's parent company, Energy Conversion Devices. "The use of our laminates on cruise ships is just one more application that has proven to be a great fit for our flexible, light-weight, durable product—powered by *UNI-SOLAR*. We are very pleased to have partnered with BAM Solar on this very unique installation."

About BAM Solar

BAM Solar designs, creates, installs, monitors and provides maintenance for solar energy solutions for commercial businesses, offering the ability to obtain renewable energy solutions in a cost-effective and efficient manner. It has created and serves a comprehensive and far reaching customer base, currently engaged in completing projects throughout the United States and abroad. BAM actively works with business owners, developers and management companies of office buildings, strip malls, restaurants, automobile dealerships, shipping lines and shopping centers in Finland, Haiti, New Jersey and Florida.

About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 22 ships currently in service. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go to www.cruisingpower.com or call (800) 327-2056.

About Energy Conversion Devices/United Solar

Energy Conversion Devices (ECD) (Nasdaq:ENER) is a leader in building-integrated and rooftop photovoltaics. The company manufactures, sells and installs thin-film solar laminates that convert sunlight to energy using proprietary technology. ECD's *UNI-SOLAR* brand products are unique because of their flexibility, light weight, ease of installation, durability, and real-world efficiency. The company also designs, manufactures and installs rooftop photovoltaic systems, which enable customers to transform unused space on the rooftop into a value-generating asset. In addition, ECD's Ovonic Materials Division is the pioneer in NiMH battery technology, and is developing low cost fuel cells, hydrogen production from bioreformation, and hydrogen storage technologies. For more information, please visit www.energyconversiondevices.com.

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<p>UNI-SOLAR brand photovoltaics featured on Royal Caribbean's Allure of the Seas. </p>