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Sub-Zero Group South Central Unveils 139-Panel Solar Project at Dallas Showroom, Significantly Advancing Sustainability Initiatives

Dallas, TX – January 8, 2024 – Sub-Zero Group, Inc., a renowned leader in luxury home appliances, has taken a significant step in its ongoing commitment to sustainability by commissioning a state-of-the-art solar-energy system at its Dallas showroom, managed by its affiliate distributor Sub-Zero Group South Central, LLC. The project is part of the company's broader strategy to harness clean and renewable solar energy to reduce its environmental impact.

The newly unveiled 139-solar-panel system is expected to offset approximately 25 percent of the Dallas showroom's annual energy consumption, dramatically reducing utility costs and the release of harmful CO₂ emissions. By doing so, Sub-Zero Group is contributing to the fight against climate change by preventing the equivalent of 80,692 pounds of coal burned or over 8,100 gallons of gasoline consumed. The system consists of 139 Q-cell 485-watt modules connected to 35 Yotta Energy microinverters, each operating at 480 volts and offering real-time monitoring capabilities.

This initiative is the result of a synergistic partnership with NATiVE Solar, a company that shares Sub-Zero Group's values. Emphasizing this shared vision, Sara Northouse, sustainability project lead for Sub-Zero Group, explained, "We are proud to be working with NATiVE Solar as we strive to improve our showroom's environmental impact. Solar is a long-term investment that will deliver meaningful benefits for decades to come."

Luis Vazquez, director of marketing at NATiVE Solar, explained another benefit of sustainable business practices and procedures, like those of Sub-Zero Group: authentic alignment with the values and lifestyles of today's consumers. Highlighting the growing trend of home solar-panel installations, Vazquez stated, "Homeowners are getting solar because they want to give back and be good stewards of the environment. People are building sustainability into homes outright."

While arguably the most robust, the solar project is not the first sustainability effort Sub-Zero Group South Central and the Dallas showroom have implemented. "In 2022, we recognized that we want to reduce our landfill efforts and implemented recycling throughout the showroom," noted Kristin Darnell, regional marketing manager for Sub-Zero Group South Central. "This, in addition to the installation of the solar panels, are ways that we're trying to further the company's mission and improve our Dallas community."

Expressing his support of this integral project and the company's holistic five-year sustainability strategy, Sub-Zero Group President and CEO Jim Bakke said, "We are committed to doing right by our owners, employees, communities, and the environment. Our holistic approach to sustainability ensures we support social wellness and minimize our negative environmental impacts," further reflecting, "While we are proud of what we have accomplished, we continue to challenge ourselves to do more, more often."

Sub-Zero Group's investment in solar energy not only serves as a testament to their commitment to environmental sustainability but also sets a compelling example for businesses looking to reduce their carbon footprint and invest in renewable energy solutions. The Dallas

showroom's newly commissioned solar-energy system is a giant leap forward in Sub-Zero Group's mission to create a more sustainable future for everyone.

For more information about Sub-Zero Group and its sustainability initiatives, please visit subzero-wolf.com/company/sustainability.

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About Sub-Zero Group, Inc.

Sub-Zero Group, Inc., headquartered in Madison, Wisconsin, manufactures best-in-class appliance brands Sub-Zero, Wolf, and Cove. Founded in 1945, Sub-Zero Group, Inc. is the leading American-based manufacturer of refrigeration, freezer, and wine storage products. Sub-Zero, the preservation specialist, pioneered the concept of dual refrigeration, ensuring that food stays fresher longer. With the acquisition of Wolf Range Company in 2000, Sub-Zero Group, Inc. added the industry specialist in residential cooking appliances, with products including ranges, cooktops, wall ovens, warming drawers and ventilation equipment. In 2018, Sub-Zero Group, Inc. launched the Cove brand of dishwashers, the specialist in all things clean. Cove joins Sub-Zero and Wolf, establishing the brands as corporate companions and a complete kitchen family. In its third generation of family ownership, the privately held company also operates manufacturing facilities in Fitchburg, Wisconsin, and Goodyear, Arizona. Sub-Zero Group, Inc. is continually recognized for the highest achievements in appliance innovation and customer satisfaction. For more information about Sub-Zero, Wolf, and Cove, visit subzero-wolf.com or follow us on Facebook [@subzerowolf](https://www.facebook.com/subzerowolf) and Instagram [@subzeroandwolf](https://www.instagram.com/subzeroandwolf). For Sub-Zero, Wolf, and Cove Customer Care, call 800-222-7820.

About NATiVE Solar:

NATiVE Solar was born in the heart of the Texas Hill Country in 2007 and started with a mission—to make sustainable living a reality. As they honed their skills in the green building industry, NATiVE expanded their reach across the Lone Star State. They began designing and installing solar solutions for both residential and commercial clients who wanted to harness the power of the sun. With an impressive track record, NATiVE Solar has completed over 2,500 solar projects, totaling over 300MW of capacity. They're known for their reliability and top-notch quality, making them the go-to company in the state for solar, battery backup and sustainability solutions. For more information about NATiVE Solar, visit nativesolar.com or follow us on Facebook [@nativesolar](https://www.facebook.com/nativesolar) and Instagram [@nativesolar](https://www.instagram.com/nativesolar). For NATiVE Solar Customer Care, call 855-253-6284.

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