

View Appoints Mark Mendenhall as Chief Commercial Officer

Seasoned Technology Executive Will Lead View's Commercial Growth

MILPITAS, Calif. (July 8, 2014) – View, the leader in dynamic glass, today announced it has named Mark Mendenhall as its chief commercial officer. An accomplished executive with more than three decades of innovation and leadership experience in the energy and electronics industries, Mendenhall will be responsible for leading View's commercial expansion.

"We are thrilled to have Mark join the View team at an exciting time," said Dr. Rao Mulpuri, CEO of View. "View Dynamic Glass is in a high-growth phase, and Mark's leadership will be crucial as we move to larger-scale projects with major customers. He has the vital capacity to help scale our business, serve our growing customer base and ensure widespread adoption of View Dynamic Glass."

Mendenhall comes to View from Trina Solar, where as President of Americas, he helped the global solar energy manufacturer capture the No. 1 market share in the U.S. Prior to Trina, he was President - North America at SunEdison (NYSE: SUNE), and prior to that worked for more than 30 years at Tyco International (NYSE: TYC), where he served as president, general manager and director across a number of its subsidiaries.

"I am thrilled to join View in this once-in-a-lifetime leadership opportunity," said Mendenhall. "View Dynamic Glass will redefine the indoor ecosystem, and I am impressed by the company's bold vision to revolutionize how people experience buildings. I am honored to be joining the View team, and I have high expectations for what we can achieve together. I look forward to building our commercial capabilities and powerful customer relationships to further solidify View's market leadership."

View manufactures dynamic glass, creating smart windows that tint electronically to provide intelligent control of the sun's energy and reduce the need for blinds and shades. Studies have shown that views and natural light improve wellbeing and can increase occupant productivity by up to 15 percent. In addition, View Dynamic Glass advances sustainable design by reducing annual HVAC and lighting energy consumption by as much as 20 percent, and HVAC peak load by 25 percent. The company recently revealed it has shipped to more than 100 projects in North America, thereby leading the rapid adoption of dynamic glass.

About View

View Inc. manufactures a new generation of architectural dynamic glass that intelligently adjusts in response to external conditions and user preferences, enabling unparalleled control over the amount of light and heat that enters a building. View Dynamic Glass provides continuously unobstructed views without heat or glare, creating a new level of occupant comfort and natural light while dramatically reducing building energy consumption. It also provides unprecedented architectural design freedom, eliminating blinds and shading structures and enabling building designs with larger glass areas.

View is headquartered in Silicon Valley with high-volume manufacturing facilities in Olive Branch, Mississippi. For more information please visit viewglass.com.

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