



OPEL International Inc.

Head Office:
Suite 501, 121 Richmond Street West
Toronto, ON, M5H 2K1
Phone: +1 (416) 368-9411
Fax: +1 (416) 861-0749

OPEL Solar, Inc.

Operations Office:
3 Corporate Drive, Suite 204
Shelton, CT, 06484
Phone: +1 (203) 612-2366
Fax: +1 (203) 944-0800



OPEL INTERNATIONAL RETAINS ICR LLC TO PROVIDE INTEGRATED COMMUNICATIONS SERVICES

Shelton, CT and Toronto, ON, August 31, 2010 – OPEL International Inc. and OPEL Solar, Inc. (TSX-V: OPL) (“OPEL” or “the Company”), a leading global supplier of high concentration photovoltaic (“HCPV”) solar panels and other solar products, including ground-based and rooftop tracker systems, announced today that it has retained ICR, LLC, as its investor relations and public relations firm.

Founded in 1998, ICR is a leading communications consulting firm which has set a new standard for corporate and financial communications with a business model driven by deep worldwide capital markets expertise. ICR is staffed by a team of former Wall Street and corporate professionals, including senior sell-side analysts, portfolio managers and financial journalists. The firm represents approximately 250 corporate clients worldwide.

Leon M. Pierhal, CEO of OPEL, said, “We are pleased to be partnering with ICR in our investor relations and public relations efforts. We believe that ICR’s relationships with, and insights into, the capital markets will be beneficial to building relationships with analysts and the appropriate business and technology media, as we enhance our outreach worldwide to the investment and general business community. As our business continues to grow, we look forward to working closely with ICR to ensure that we are effectively communicating OPEL’s strategy, milestones and successes to the proper audiences, in order to maximize shareholder value and expand our overall profile.”

“We are very excited to begin work with OPEL, one of the emerging leaders in the solar energy industry, on their external communications activities” said Gary Dvorchak, Senior Vice President at ICR. “We believe the Company creates a compelling investment proposition for the small cap investor looking for a high quality, emerging “clean tech” company. We are looking forward to being a partner in OPEL’s success and raising their visibility among key business and financial audiences.”

ICR will be providing the said services starting September 1, 2010. The contract can be terminated by either party upon 30 days written notice after the first six months. ICR will be paid a monthly fee which will not exceed \$18,000 per month, plus out-of-pocket expenses, for providing their services to the Company. There is no other consideration to be given to ICR by OPEL. ICR is completely at arm’s length to the Company and has no direct or indirect interest, and no intention to acquire any interest, in the securities of OPEL. The appointment of ICR is subject to filing the appropriate documents with the TSX Venture Exchange (“TSXV”) and the acceptance of the filings by the TSXV.

About OPEL International Inc. and OPEL Solar, Inc.

With OPEL’s operations headquartered in Shelton, CT and the head office in Toronto, Ontario, Canada, OPEL designs, manufactures and markets high performance concentrating photovoltaic (“HCPV”) panels to transform solar energy into electricity for worldwide application. OPEL’s high performance photovoltaic concentrating panels generate up to 40% more kilowatt-hours than conventional flat plate silicon solar panels, resulting in more cost effective electricity generated from

the sun. OPEL also markets a complete line of dual and single axis solar trackers to mount solar panels for the optimum power output. OPEL designs infrared sensor type products for military, consumer, industrial and commercial applications. A leader in gallium arsenide and solar concentrating photovoltaic technology, the Company has been awarded 32 patents and has 18 more patents pending. OPEL’s common shares trade on the TSX Venture Exchange under the symbol “OPL”. For more information about OPEL, please visit the Company’s website at www.opelinc.com.

About ICR

ICR is a leading financial communications firm specializing in investor relations, corporate communications and digital media. Established in 1998, ICR represents more than 250 companies and has significant industry expertise and relationships in clean technology and energy-related industries such as solar energy, biofuels and geothermal power. ICR maintains offices in Norwalk, CT, New York, Los Angeles, Boston and Beijing and is one of the industry’s fastest growing consultancies over the past decade. For more information, visit <http://www.icrinc.com/>.

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Dated: August 31, 2010

ON BEHALF OF THE BOARD OF DIRECTORS



Michel Lafrance, Secretary

For further information:

Company

Pat V. Agudow
Vice President, Public Relations
Tel: +1 (203) 612-2366 x2612
p.agudow@opelinc.com

ICR - Investor Relations

Gary Dvorchak, CFA
Senior Vice President
Tel: +1 (310) 954-1123
gary.dvorchak@icrinc.com

ICR – Public Relations

James McCusker
Vice President
Tel: +1 (203) 682-8245
james.mccusker@icrinc.com

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Investors are cautioned that, except for statements of historical fact, certain statements contained in this news release may include forward-looking information with respect to the Company. Such forward-looking statements or information are based on current expectations, estimates and projections formulated using assumptions currently believed to be reasonable and involving a number of risks and uncertainties which could cause actual results to differ materially from those anticipated. The Company does not undertake any obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.