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Generac® Hosts National Industrial Dealer Conference; Awards Energy Systems Southeast Top Honor

Waukesha, Wis. – March 17, 2010 – [Generac® Power Systems, Inc.](#), Waukesha, Wis., a leading manufacturer of standby and portable power generation equipment, hosted its 25th annual Industrial Sales & Service Dealer Conference, January 31-February 2, in Houston, Texas. The national conference was an opportunity to thank [Generac Industrial Power](#) dealers for their support in 2009 and discuss new initiatives for 2010. The upcoming year will be an exciting one for Generac Industrial Power, as it continues to introduce product improvements and new initiatives that accompany the redesigned and re-engineered industrial product line launched in late 2009.

As part of the conference, Generac conducted an awards ceremony to acknowledge top dealers for best practices in 2009. The Eagle Award, the highest achievement a dealer can attain, was given to [Energy Systems Southeast](#), LLC (ESSE), Vestavia Hills, Ala., for an increase in overall sales and market share, increase in service parts/business and dedication to the support of Generac programs.

“ESSE excelled in every performance category taken into consideration when selecting the Eagle Award winner for 2009,” says Tom Ferris, director of industrial sales, Generac, “They outperformed and raised the bar for all other dealers in North American, and they are truly a great model of what a Generac dealer should be.”

The third largest Generac Distributor in North America, ESSE services the Alabama, Tennessee, Mississippi and Florida Panhandle area markets and is the IDC (Industrial Distribution Central) for Generac Power Systems generators.

(more)

“Earning the Eagle Award was a company goal we established two years ago. This was a true group effort from Energy Systems Southeast, and I am very proud of our team,” says Alan Friday, president – sales and service, ESSE. “The award serves as recognition of our contribution and an indication of our support to Generac. We are truly honored to win this award, especially with such a strong group of dealers to compete against.” Additionally, ESSE took home the 2009 Dealer of the Year Award.

In the world of standby power, Generac continues to lead the way with an array of portable and standby generators that provide power generation solutions for any scenario. Generac generators operate on a variety of fuels including natural gas, diesel, Bi-Fuel™, liquid propane vapour (LPV) and gasoline. The company also manufactures its own line of four-cycle, air-cooled OVHI (R) (Overhead Valve Industrial) engines designed to run on gaseous fuel. As Generac’s sole focus is engineering and manufacturing quality generators, the company is at the forefront in offering superior solutions for demanding power applications.

For more information on Generac Industrial Power, please visit www.Generac.com

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About Generac (NYSE: GNRC)

Since 1959, Generac has been a leading manufacturer of backup power generation products serving residential, light commercial and industrial markets. Generac power systems range in output from 800 watts to 9 megawatts and are available through a broad network of independent and industrial dealers, retailers and wholesalers. For industrial requirements, Generac offers the Generac Modular Power System (MPS) for exceptional reliability and scalability; the Bi-Fuel system for dramatic fuel cost savings; and the Gemini Twin Pack system for serious space-saving requirements. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.

About Energy Systems Southeast, LLC

Founded in 2001 and headquartered in Vestavia Hills, Ala., Energy Systems Southeast, LLC provides generator sales, installation, service, parts and rental to the industrial and residential channels in the Alabama, Tennessee, Mississippi and Florida Panhandle markets. It is the IDC (Industrial Distribution Central) for Generac Power Systems generators, and is the third largest Generac Generator Distributor in North America. It offers air cooled and liquid cooled products as well as diesel, Bi-Fuel and Gemini Modular Power Systems from Generac. Its factory-certified technicians offer after-hours emergency service, warranty repair, start ups and extended warranties. For more information about ESSE, visit www.essellc.com.



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Pictured from left to right – Back Row: Steve Hunt, southeast regional sales manager, Generac; Patrick Higginbotham, president, finance and operations, ESSE; Lee Thompson purchasing and inventory control manager, ESSE; Middle Row: Steve Nolen, industrial sales manager, Ala./N.W. Fla. state, ESSE; James Mabry, industrial sales manager, S. Ala./N.W. Fla., ESSE; Mike Evans, industrial sales manager, Tenn., ESSE; Craig Brewer, industrial sales manager, Miss., ESSE; Scott Sahagun, special markets sales, ESSE; Jeff Pardue special markets sales manager, ESSE; Alan Friday, president, sales and service, ESSE; Front Row: Tom Ferris, director of industrial sales, Generac