

Media Contact:
[Kate Krejci](#)
Griffin & Company, Inc.
888-420-0256, ext. 102

Duane Nelson Joins Generac Power Systems as Vice President of Marketing

Waukesha, Wis., – January 18, 2011 – [Generac Power Systems, Inc.](#), a leading manufacturer of backup power generation equipment, recently announced that Duane Nelson has joined the company as Vice President of Marketing.



“Duane’s proven track record of building brands for both consumer and industrial products will bring us tremendous benefits as we continue to grow into a global market leader,” says Aaron Jagdfeld, president and chief executive officer, Generac. “And his experience on the agency side of marketing will help us explore new creative avenues to more effectively communicate with customers and prospects. We’re excited to have him join our team.”

In his new role, Nelson will be responsible for leading Generac’s global marketing strategy, including branding, market research and marketing communications across all channels.

“I’m thrilled to be working to help grow the brand that created, and still leads, the automatic home standby generator category,” says Nelson. “But Generac is poised for growth in so many other markets. I’m looking forward to leading the brand into those markets, and to be part of a team that has such a bright future.”

Nelson brings 18 years of marketing expertise to Generac, most recently serving as director of global brand management with Case IH, a world leader in the agricultural equipment business, where he launched the company’s first global branding campaign. In 2008, Nelson was elected to the board of directors of Growth Energy, a proactive group committed to the promise of agriculture and growing America’s economy through cleaner, greener energy.

Prior to Case IH, Nelson held a similar role at Bombardier Recreational Products where he earned numerous communication industry awards. He also spent several years with agencies Omnicom Group and Hanson Dodge Creative.

Nelson holds bachelor's degrees in finance and economics from the University of Wisconsin-La Crosse and an M.B.A. from Marquette University.

For more information on Generac Power Systems, 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's power systems range in output from 800 watts to 9 megawatts and are available through a broad network of independent dealers, retailers and wholesalers. Generac is committed to developing a long-term vision that promotes environmentally responsible products, processes and partnerships and strives to be a positive contributor of sustainable growth in the backup power generation industry. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.