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Generac Portable Generator Provides Emergency Power During Unexpected Trade Show Outage

Waukesha, Wis., – November 3, 2010 – While exhibiting with one of its dealers at a recent trade show, [Generac Power Systems, Inc.](#), Waukesha, Wis., provided emergency power for another exhibitor when the power failed.

On Sept. 22, 2010, Generac was exhibiting at the 2010 Farm Science Review in London, Ohio, with Generac dealer [JD Power Systems](#) of nearby Grove City. When fellow exhibitor [Pioneer Hi-Bred International, Inc.](#), Delaware, Ohio, unexpectedly lost power to their exhibit space, show staff was unable to correct the issue.

“Our displays were all back-lit Plexiglas[®], with eight digital posters and six monitors that either showed videos or were connected to a live mapping system,” said Rebekah McCurdy, communications coordinator, Pioneer Hi-Bred. “We also had two professional chefs who were scheduled to cook with our Plenish[™] high oleic soybean oil, and their electric cooking station was unavailable.”

McCurdy visited the personnel staffing the Generac/JD Power Systems booth, and soon after, JD Power Systems was able to supply a Generac XG10000 portable generator. Bob Cramer, technical sales representative, Generac, worked with a show electrician to use the generator to restore power in the Pioneer Hi-Bred booth, as well as a neighboring booth that had also lost power.

“We’re very grateful that Generac and JD Power Systems were able to step up and help us to function for the second and third days of the event,” McCurdy said. “Without their generosity and quick response, we would have lost a lot of show time.”

The Generac XG Series offers premium power quality for both residential and light commercial applications. Engineered for high performance, this series employs the Generac OHVI[®] engine which has a significantly longer life than most competitive

engines – an unprecedented three to four times longer. Additionally, its durable construction with oversized full-wrap frame tubing and impact resistant corners minimizes damage from rough handling and features heavy-duty wheels allowing for easy portability.

For information about where to buy a Generac portable generator, please visit www.generac.com/Service/DealerLocator/.

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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 a proud supporter of the Home Safety Council and earned the Good Housekeeping Seal in 2009 and 2010. 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.

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