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Generac® Power Systems, Inc. Launches "Never Feel Powerless" Campaign

Waukesha, Wis. – November 5, 2009 – [Generac® Power Systems](#), a leading manufacturer of standby and portable power generators, recently launched a large-scale U.S. national marketing campaign to educate a variety of audiences, including home and business owners, builders and remodelers on the importance of reliable, permanently installed, automatic standby generators for the home and business.

“Since Generac’s focus is engineering and manufacturing quality residential, commercial and industrial generators, the company is at the forefront in offering superior solutions for demanding power applications,” says Clement Feng, executive vice president and chief marketing officer, Generac. “The Generac ‘Never Feel Powerless’ campaign reflects this commitment to providing quality standby power in the event of an electrical outage by effectively communicating what the Generac brand can offer – peace of mind and confidence.”

The Generac “Never Feel Powerless” campaign extends across national and local TV, radio, online and print mediums. As part of the campaign, the new website, www.neverfeelpowerless.com, helps to answer frequently asked questions concerning how standby generators work, where to buy and more. The television component is available here for viewing.

With the “Never Feel Powerless” campaign, Generac has created messaging that speaks to a diverse audience – be it consumers or seasoned professionals – about the necessity of automatic standby generators for the home or business.

“Because we focus solely on generators, we have a unique position in the market,” says Feng. “We designed this campaign to reinforce to home and business owners that they can face with confidence Mother Nature and unforeseen power outages. Backup power solutions are more

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important now than ever before with power outages becoming more and more frequent. The ads speak to eliminating the stress end-users experience when the power goes out by having a standby power solution from Generac.”

Generac introduced the first gaseous-fueled automatic home standby system in 1989 and has been the leading brand ever since. Generac is a proud supporter of the [Home Safety Council](#) and has earned the [Good Housekeeping Seal](#) after evaluation by the *Good Housekeeping* Research Institute. For more information on Generac residential and commercial products, visit www.Generac.com or call 888-GENERAC. The “Never Feel Powerless” commercial can be viewed at www.neverfeelpowerless.com.

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About Generac Power Systems, Inc.

Since 1959, Generac Power Systems, Inc., has been a leading, innovative manufacturer and marketer of portable and standby generators, automatic transfer switches, modular paralleling systems, and small engines for recreational vehicle, residential, and commercial applications. Generac’s power systems range in output from 1 to 9,000 kilowatts. Generac is a proud supporter of the Home Safety Council and earned the Good Housekeeping Seal in 2009. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.

Accomplishments

In 2009 Generac® Power Systems was selected as the Waukesha County Business of the Year and was named a top Milwaukee workplace by the Milwaukee Business Journal. The Generac Liquid-Cooled Standby Generator was selected as one of Professional Builder’s 2009 “100 Best New Products.” The Generac Guardian Series 20 kW Air-Cooled Standby Generator was named one of Professional Builder’s 2008 “100 Best New Products;” was a finalist for the Building Products’ “2008 MVP Awards” and Electrical Contracting Products’ “2008 Innovation Award.” In addition to the GenReady Load Center Panel, the 20 kW Air-Cooled Standby Generator received Professional Remodeler’s 2008 “50 Most Innovative Products Award.” In 2007, Building Products named the Generac® 16 kW QuietSource commercial generator one of its “2007 Top Products.” Generac also received Building Operating Management’s “2007 Reader’s Choice Award” for the QT Series of commercial generators. The Generac Gemini® Twin Pack was a finalist for Consulting-Specifying Engineer’s “2008 Product of the Year” award. Since 2006, Generac has been a Better Business Bureau Accredited business with an A+ Business rating.