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GENERAC

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Generac® Power Systems, Inc. Launches Hurricane Preparedness Campaign

Waukesha, Wis. – August 5, 2010 – With the 2010 hurricane season expected to be a very active one, [Generac® Power Systems](#), a leading manufacturer of standby and portable power generators, recently launched an advertising campaign throughout the east and gulf coasts to educate home and business owners on the importance of reliable, permanently installed, automatic standby generators in the event of a severe weather related power outage.

According to [AccuWeather.com](#), the 2010 hurricane season could be a top 10 active year. AccuWeather.com Chief Hurricane Meteorologist Joe Bastardi predicts a total of 16-18 storms this season. His forecast team expects at least six storms to impact the United States coastline – slightly more than one out of every three. View the prediction [here](#).

“According to AccuWeather.com’s Hurricane Center, this year’s hurricane season has the potential to be very active”, said Raychel Harvey-Jones, former journalist and weather broadcaster, AccuWeather.com. “The main areas we’ll be monitoring are the United States’ East and Gulf coasts. Anyone living in these areas would be wise to prepare themselves for extended power outages with a Generac backup power generator and take other precautions for disaster preparedness.” Please click [here](#) to hear Raychel talk about the importance of a Generac standby generator.

In the wake of a hurricane, power lines are often disrupted or destroyed. By knowing what actions to take, one can reduce the potentially disastrous, dangerous and costly effects of such power outages.

“One of the best ways to protect the home from dangerous power outages is to install a standby generator that automatically comes on when the power goes out,” says Tom Kraeutler, host of the Money Pit nationally syndicated radio show. “With random power outages on the rise and an active hurricane season predicted, it has never been more

important to develop a plan and prepare the home for a severe weather related disaster. Installing a Generac generator is a great place to start.”

The “That’s life without a Generac” campaign extends across local TV, radio, online and print mediums throughout the east and gulf coasts. The television component along with other helpful preparedness materials is available on www.Generac.com/weather. Relevant press materials are available on the [Generac Press Room](#).

Generac has more than 50 years experience, focused exclusively on designing and manufacturing high quality power generators. For more information on Generac’s complete line of residential and commercial products, visit www.Generac.com or call 888-GENERAC.

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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. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.

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