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## **Generac® Launches New Brand Strategy**

**Waukesha, Wis. – May 1, 2009** – Generac® Power Systems, Inc., Waukesha, Wis., a leading manufacturer of standby and portable power generation equipment, announced a new corporate brand strategy that builds on its commitment to customer satisfaction and best-in-class products while continuing to deliver customer peace of mind and a superior product experience.

Generac has streamlined its high-quality, dependable product lines to take a more straightforward approach to the market and build on Generac's strong brand equity. As part of the effort, Generac has developed a new logo which reflects the company's commitment to delivering superior products that enhance consumer experience.

"For nearly 50 years, Generac has put the customer first to ensure peace of mind by providing first-class products and ownership experience," says Clement Feng, executive VP and chief marketing officer, Generac. "Through the new branding strategy, we hope to bring a unified image to our company that will better reflect the nature of our organization. Our new identity initiative is intended to streamline the look and name of our company to reflect our commitment to providing customers with peace of mind and a superior experience with our company and products."

The new Generac logo is reflective of Generac's current business strategy – dependable, confident, straightforward and streamlined. The logo will be on nearly all of Generac's product packaging to help make shopping easier and build better long-term brand equity.

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Unlike its competitors, Generac is focused solely on generators, providing a broad line of diverse offerings to make it easy for customers to depend on the Generac brand. For nearly 50 years, Generac has offered home and business owners the options they need to protect their family, businesses and valuables during power outages.

“We are excited and confident that this new initiative will provide a better overall experience for our customers, increase operational efficiencies for our distributors and provide a cost-effective power alternative for all,” says Feng.

In the world of standby power, Generac Power Systems 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, liquid propane vapor (LPV) diesel and gasoline. The company also manufactures its own line of four-cycle, air-cooled OHVI® (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 Power Systems, visit [www.GENERAC.com](http://www.GENERAC.com) or call 888-GENERAC.

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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 2 to 9,000 kilowatts. For more information on Generac and its extensive line of both portable and automatic generators, visit [www.GENERAC.com](http://www.GENERAC.com).

**Accomplishments**

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.