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Generac® Power Systems Proudly Announces Several Organizational Changes

WAUKESHA, Wis., Oct. 11, 2011 – [Generac Power Systems Inc.](#) of Waukesha, Wis., a leading manufacturer of backup power generation equipment, announced Monday that they acquired Magnum Power Products LLC of Berlin, Wis.

To better support Generac's Powering Ahead initiatives and the new business, Generac has announced two organizational changes that establish Industrial Product and Residential Product groups.

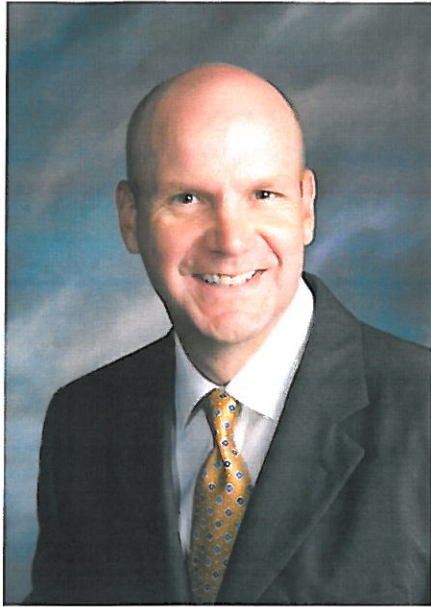


Effective Oct. 4, Terry Dolan and Russ Minick have been appointed executive vice president for industrial products and residential products, respectively.

“Our new structure will improve our focus and aligns well with our Powering Ahead Strategy,” said Aaron Jagdfeld, president and CEO of Generac Power Systems. “Russ and Terry are both exceptional leaders, and their experience and expertise will serve Generac well as we continue to grow.”

As executive vice president, Industrial Products, Dolan will retain responsibility for the Industrial channel, including industrial dealers and industrial national accounts. He also will assume P&L responsibility for Magnum and will continue to lead Generac's international expansion efforts.

Most recently, Dolan served as Generac's senior vice president of sales. He is a graduate of Concordia University, Mequon, Wis., with a degree in business management and communications. Before joining Generac, Dolan helped to lead and implement the sales and marketing strategies on a global level for several major manufacturing companies in the U.S.



Russ Minick, executive vice president, Residential Products, will assume full responsibility for the residential channel in his new role. Under this structure, Russ will lead the North America residential dealer, retail, wholesale and residential private-label programs for Generac. Minick and his team will work closely with Dolan to drive the international expansion across all channels and products.

Minick has a strong consumer products background, with particular strengths in sales, marketing and product development. Most recently, Minick served as president of Electrolux's floor care division. He is a graduate of the University of Northern Iowa, with a degree in marketing.

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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 and industrial dealers, retailers and wholesalers. 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.