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Generac Power Systems Invests in Latin America with New Vice President of Sales

Waukesha, Wis., – December 20, 2010 – [Generac Power Systems, Inc.](#), a leading manufacturer of backup power generation equipment, recently announced that Saul Urrutia has joined the company as vice president of sales—Latin America, to drive its continued investment in that region.

“Our gaseous-fueled and Bi-Fuel™ standby generators have become powerful and cost-effective alternatives to diesel units,” said Terry Dolan, senior vice president of sales, Generac. “Many markets across Latin America are looking for such alternatives. With his strong background in power generation across the region, Saul was an obvious choice to lead our growth initiatives.”

Based in Miami, Fla., Urrutia has extensive sales experience working in Latin America in the backup power generation industry. Prior to joining Generac, he was director of sales for Latin America at SDMO, and had served as territory manager for Latin America at FG Wilson. Urrutia earned a Masters Degree in Business Administration from the University of Phoenix.

Generac has conducted business in Latin America for decades. The company currently has dealers in almost 20 countries across Central America, South America and the Caribbean. Generac is a market leader with its line of power systems from 800 watts to 9 megawatts, including portable, residential, commercial, and both gaseous-fueled and diesel-fueled industrial generators.

For more information on Generac Power Systems, please visit www.Generac.com.

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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. The company is a proud supporter of the Home Safety Council. 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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