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Generac® Power Systems Recognized as Brand Leader in Stationary Generators

WAUKESHA, Wis. – February 19, 2010 – [Generac® Power Systems, Inc.](#), has been recognized as the clear leader in standby power generation as a result of the 2010 Brand Use Study, sponsored by Hanley Wood on behalf of *BUILDER* magazine.

“With respect to stationary generators, Generac has seized the top spot in *BUILDER*’s 2010 Brand Use Study for ‘brand used over the past two years’ and ‘brand used most.’ Further, Generac’s ‘brand used most’ results were unsurpassed at all price points measured by the study,” says Warren Nesbitt, executive director, Residential New Construction, Hanley Wood Business Media.

The study surveyed more than 10,000 builders, builder-developers and general contractors to construct a profile of brands used by the building industry. In the stationary generators category, Generac was voted one of the most recognizable and the most often used brand and also a top brand in product quality.

“Since the company’s founding in 1959, Generac has been committed to designing and providing high quality standby generators for the building industry. This recent acknowledgement by *BUILDER* confirms our efforts,” says Clement Feng, senior vice president - marketing, Generac Power Systems, Inc, Waukesha, Wis. Feng explains that by installing a standby power generator, builders can provide homeowners with the assurance that their homes and families are automatically protected – whether they are home or away – anytime a power outage occurs. “In focusing solely on the power generation industry, our innovation continues to raise the bar in affordable, high-quality backup power solutions. We are gratified that home builders recognize Generac as their favorite brand of backup power systems,” adds Feng.

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Generac Guardian automatic standby generators, along with the newly introduced Generac CorePower System, is backed with over 50 years of experience in the power generation industry. The power quality is also the best in its class, allowing for safe operation of sensitive electronic equipment. Additionally, Generac units offer the highest output of any generator of its kind at the most competitive price on the market – ranging from seven kilowatts (kW) to 60 kW.

Most Generac residential standby generators now feature a state-of-the-art Nexus Control System, compatible with several new transfer switches and allow the generator to electronically manage up to six high-power loads. This intelligent load management upgrade is a smart solution to in-home energy management as it drastically reduces the size of the generator required for mid- to larger-sized homes making residential standby generators more affordable than ever before.

Generac introduced the first gaseous-fueled automatic home standby system in 1989 and has been the leading brand ever since. For more information on Generac 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 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.