**Preparedness - the Antidote for Lessons Learned from Hurricane Sandy**

***Generac offers essential tips and products to avoid a repeat of historical storm destruction***

**WAUKESHA, Wis. (Oct. 23, 2013)** — One year ago Hurricane Sandy crippled the East Coast, causing billions of dollars in damages and leaving millions without power. Residents living in the Northeast were defenseless against a storm of Sandy’s nature and asking the important question: how do we prevent this from ever happening again? The answer is to prepare.

To educate consumers how to best protect themselves from weather-related destruction, [Generac Power Systems,](http://www.generac.com/) the leader in home backup power, has recommendations to prepare for natural disasters. Disasters can happen anytime, anywhere, from hurricanes along the coast to blizzards in the Midwest.

“Preparing is only helpful if it’s done well in advance,” said Aaron Jagdfeld, President and CEO, Generac Power Systems. “Storms are unpredictable, so the time to prepare is when the skies are clear. It’s no longer a matter of if a severe storm will impact your area, but when, and Americans must be ready.”

Superstorm Sandy left more than eight million customers without power. Millions were without power for days, even weeks, after the storm. The economy came to a halt, losing an estimated $25 billion in business productivity, as companies across the Northeast were forced to close due to a lack of power. The nation’s aging power grid is ill-equipped to keep up with the demands of our fast-paced, digital society even in perfect weather conditions. When a severe storm hits, the grid is taxed further, resulting in more frequent and longer power outages.

“Hurricane Sandy taught us we are more reliant on power than ever before.” said Jagdfeld. “A source of backup power must be included in everyone’s overall storm preparedness plan to ensure life goes on as normal even during severe storms and extended outages.”

Generac manufactures home backup generators that turn on automatically as soon as the power goes out and remain on until power is restored. That means homeowners will have heat, electricity, running water and food during even the worst storms.

In addition to installing a source of backup power, Generac offers the following storm preparation tips:

* Elevate important items in your basement to avoid damage from flood waters
* Remove dead or rotting trees or branches that could fall and cause injury or damage
* Install hurricane proof windows and doors if you live in a hurricane zone
* Create an emergency supply kit and plan that includes non-perishable food, water, a battery-powered or hand-crank radio, extra flashlights and batteries, necessary medication and important paperwork

Additional storm preparedness tips can be found at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes).

**About Generac**

Since 1959, Generac has been a leading designer and manufacturer of a wide range of generators and other engine-powered products. As a leader in power equipment serving residential, light commercial, industrial and construction markets, Generac's products are available through a broad network of independent dealers, retailers, wholesalers and equipment rental companies. The company markets and distributes its products primarily under its Generac and Magnum brand names. 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 power equipment industry. For more information on Generac, please visit <http://www.Generac.com>. Follow Generac on Twitter @generacpowersys. Become a fan on Facebook at [www.facebook.com/generacpowersystems](http://www.facebook.com/generacpowersystems). For more information on Magnum, please visit <http://www.m-p-llc.com/>.

###

**Media Contacts:**

Julie Ferris

Cramer-Krasselt Public Relations on behalf of Generac

414-227-1533

[jferris@c-k.com](mailto:jferris@c-k.com)

Heather Gaedtke

Cramer-Krasselt Public Relations on behalf of Generac

414-227-3505

[hgaedtke@c-k.com](mailto:hgaedtke@c-k.com)