

POWERING AHEAD Investor Presentation

GENERAC

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GENERAC

ottomotores

June 2013

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Forward-looking statements give Generac's current expectations and projections relating to the Company's financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "forecast," "project," "plan," "intend," "believe," "confident," "may," "should," "can have," "likely," "future" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

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Generac (GNRC) – Investment Highlights

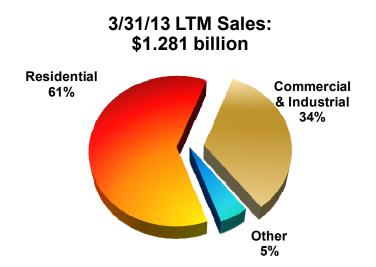
- Best in class organic revenue growth
- Market leader with significant barriers to entry
- Superior financial profile
- Strong product, market and geographic expansion opportunities

Leading "Industrial Technology" Company

Generac Business Overview

About Generac -

- Founded in **1959**.
- A leading designer and manufacturer of a wide range of generators and other engine powered products serving residential, light commercial, industrial and construction markets.
- Products are available internationally through a broad network of independent dealers, retailers, wholesalers and equipment rental companies.
- Products marketed and distributed primarily under the Generac, Magnum and Ottomotores brand names.
- Approx 3,000 employees at 12/31/2012, including Ottomotores.
- Over 1.6 million ft² of manufacturing and distribution capacity located in Wisconsin, Mexico and Brazil.

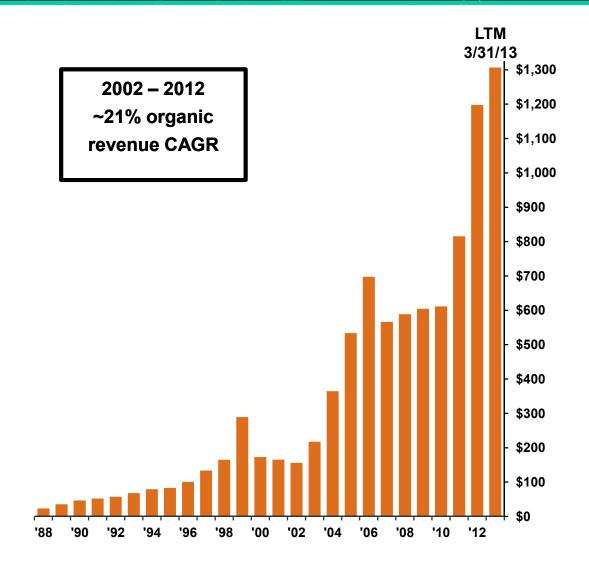








Track Record of Innovation and Growth



History of Innovation Driving Organic Growth

- Commercialized affordable home standby generators and light-commercial generators
- Differentiated distribution model
- Over 200 engineers on staff as of 12/31/12, ~ 90 U.S. and international patents and patent applications
- Natural gas and Bi-Fuel[™] expertise
- Modular Power System (MPS) approach for industrial applications
- Continued focus on new product introductions
- Largest new product roll-out in company history planned during 2013

Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. Figures include results from the Magnum Products acquisition completed on October 3, 2011 and the Ottomotores acquisition completed December 8, 2012.

Broad Product Offering

Residential Products

	Product	End Markets Served
	Power Washers	Light to medium duty use - mainly by consumers
۱	Inverter Generators	Recreation and other light duty power uses
	Portable Generators & Manual Transfer Switches	Emergency home backup, construction uses
GENERAC	Air-cooled Home Standby Generator	Emergency backup – small to medium homes
	Liquid-cooled Home Standby Generator	Emergency backup – larger homes & small businesses

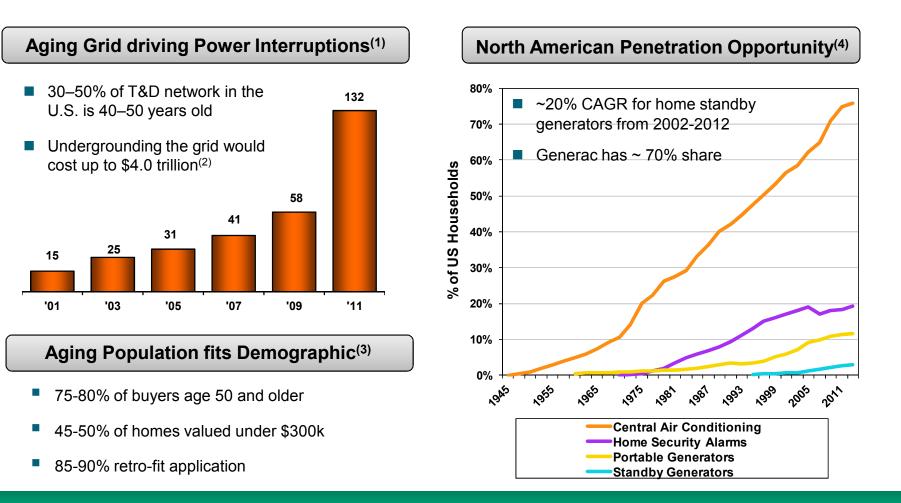
Industrial Products

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	Product	End Markets Served
- Cr	Light Towers	Temporary lighting for construction
	Mobile Generators	Temporary power for construction, special events
	Larger kW & Container Gensets	Emergency backup – international markets
	Commercial Stationary Generators	Emergency backup – small to mid-sized retail, telecom, municipal
	Industrial Stationary Generators	Emergency backup – large healthcare, telecom, municipal, manufacturing

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Powerful Macro Trends Drive Home Standby Penetration Opportunity

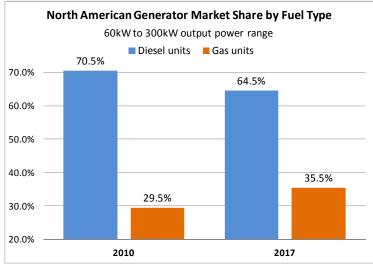


Every 1% of increased penetration equals ~ \$2 billion of market opportunity

- (1) Source: North American Electrical Reliability Council, U.S. Energy Information Administration. Affecting more than 50,000 customers.
- (2) At \$1mm/mile.
- (3) Source: Company warranty registration data
- (4) Source: Management estimates

Commercial Penetration and Industrial Market Share Opportunities

Secular Shift – Natural Gas vs. Diesel Market Growth

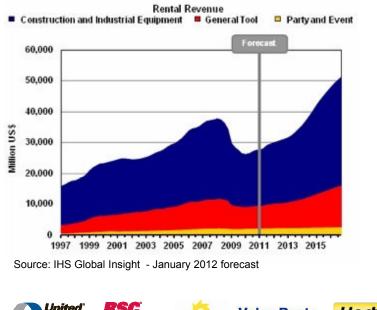


Source: Frost & Sullivan, Generac estimates

Key Advantages of Nat Gas gensets:

- Up to 35% less expensive leading to improved ROI
- Eliminates diesel fuel storage, spillage, and spoilage issues
- Lower operating costs than diesel
- "Greener" solution
- GNRC is the largest natural gas genset OEM in North America

Secular Shift – Rental vs. Buy





Ongoing secular shift toward equipment rentals:

- U.S. equipment rental industry projected to grow at over 10% CAGR from 2010-2016
- Construction and industrial equipment rental revenue projected to be fastest-growing category

Differentiated Distribution Model



Established and diverse distribution model = growth driver & competitive advantage

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"Powering Ahead" Strategic Plan



Grow Residential Standby Generator Market

- Awareness
- Availability
- Affordability

Gain Industrial Market Share

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- Upgrade distribution
- Build relations with specifying engineers
- Expand product offering
- Increase awareness in "optional" standby power market



Diversify End Markets with new products and services

- Leverage brand
- Leverage distribution
- Leverage supply chain



Enter New Geographies

- Ottomotores local manufacturing, higher-power products and distribution
- Build additional distribution
- Focus on natural gas products
- Leverage Magnum distribution

Growing Residential Standby Generator Market

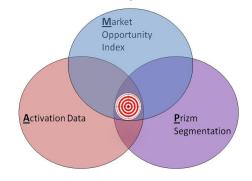
1. Researched the "Who" and "Why"

 Comprehensive study completed in Q4 2011 – gained critical segmentation and targeting insights

PRIZM:		
Segmentation		
Household		Neighborhood
Data		Data
Age & Instance		Ceremon Transfer Blook Groups Blook
Line and historican	Claritas MDP	ZP Coles ZP-45
Financial / Telso / Auto Rela I, Restaurant & RE Consumer Products	Consumer Behavior Lini	Circuit Marketing Media / Magazines / TV Rhopping & Ullesignes
66	PRIZM Segn	nents

2. Finding the most "likely" prospect

 Combine industry leading targeting tool, activations, and power outage data to develop proprietary A.M.P.™ process



3. Turning Prospects into Sales Leads

 Driving prospects to consolidated points of contact – use Generac Lead Team to schedule leads

[**c**]:



4. Improved In-Home Sales Process

 PowerPlay[™] tablet-based application launched to improve in-home selling and improve lead closure rate



Gaining Commercial & Industrial Market Share

Create Commercial Market

- "Optional" standby power market remains underpenetrated – addressable market is upwards of 14 million buildings in the U.S.
- Natural gas generators create a compelling return on investment for small businesses as machines are up to 35% less in cost than traditional diesel solutions

Improve Specification Rate

- Focus on engineering community to improve rate of specification for Generac equipment
- Increases market participation for distribution as well as improving project closure rates by 50% when named in a "spec"

Expand Product Offering

- Current product line stops at 600kW in a single engine genset configuration
- Market for larger kW projects (>1mW) represents 40% of total backup power market in the U.S.

Cost of 4 hou	ırs outage per busin	ess ⁽¹⁾	Current and prospective customers					
Food Sales	Grocery and convenience stores	\$26,234	🛃 supervalu 💽 🗓 Anold 🔝					
Food Service	Restaurants	\$20,161	tooless and the other strength					
Mercantile	Retail stores, pharmacies	\$4,892	TRALEgreens. O TRACET EXONMObil WELLS					
Healthcare	 Hospitals, nursing homes 	\$1,593	HCA Hugh Copyend of Amera' HCR ManorCare					
Telecom	Wireless towers	n/a	verizon wireless Sprint					

(1) Source: SENTECH



Generac's PowerTrip trailer is a 53 foot traveling classroom educating engineers on power generation





Gemini Technology

Modular Power Technology

Diversification of End Markets

Acquisitions Expand Product Offering

- Magnum products acquisition in October 2011 added mobile products including light towers, mobile generators and mobile pumps
- GenTran acquisition in February 2012 added manual transfer switches and accessories
- Ottomotores acquisition in December 2012 added larger kW and container gensets, switchgear and UPS's

Organic Expansion Through Innovation

- Re-entry into power washer product category through innovation
- New OneWASH[™] product launched in Q4 2012
- Mobile *Link*[™] remote monitoring recently launched

New Products Selection Process

- Evaluating entry into additional "engine powered" product categories
- Leveraging key competencies in engines, lean cost structure, global sourcing, best-in-class consumer insights, and distribution channels



Light Towers

MAGNUM



Manual Transfer

Switch

Gen¥Tran.





Large kW Genset







Entering New Geographies

Current Focus

- Build Generac brand with a focus on natural gas products – residential & industrial
- Expanding sales and marketing team for Latin American market
- Establishing distribution in Australia, New Zealand, Russia, Ukraine and Asia

Evaluate Additional Markets

- Selection process created to evaluate additional markets to enter
- Focus on markets with right combination of population density, lower power quality, and access to natural gas

Adapt Product for Local Markets

- Develop product specific for local markets to improve access and competitiveness
- De-content products not requiring UL listing, EPA compliance or other U.S. specific regulations









Ottomotores provides enhanced platform and immediate scale for int'l initiatives

Acquisition of Ottomotores businesses

Fast Facts –

- Acquired on December 8, 2012
- Consists of Ottomotores Mexico, headquartered in Mexico City, and Ottomotores Brazil, located in Curitiba
- Over 500 employees and approx. 175,000 ft² in manufacturing and distribution space
- Major market share player in Latin American standby power market
- Diesel generators range from 15 kW to 2.5 MW with a focus on larger kW and container gensets

Strategic Rationale –

- \$45 million net purchase price funded w/ cash on balance sheet
- Provides essential elements of local manufacturing presence, access to higher-power gensets and additional distribution
- Initial goal of approx. \$2 million in annualized cost synergies toward 2H '13
- Opportunities to sell Generac residential and light commercial standby generators, as well as Magnum's mobile equipment into Latin American market

Aligns with three objectives of the "Powering Ahead" strategic plan

Provides enhanced platform and immediate scale for international growth initiatives





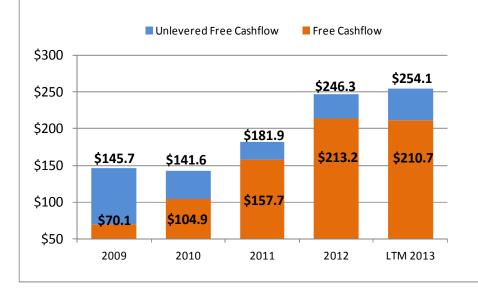


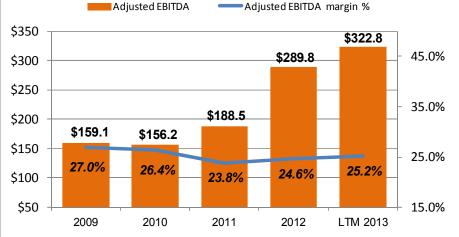
50 kVA UPS



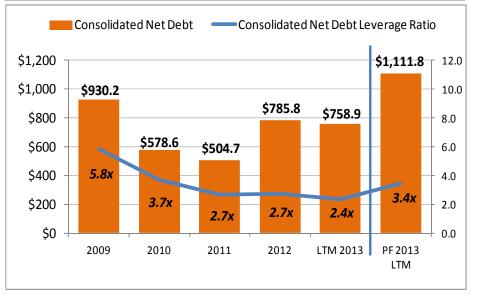
Financial Summary





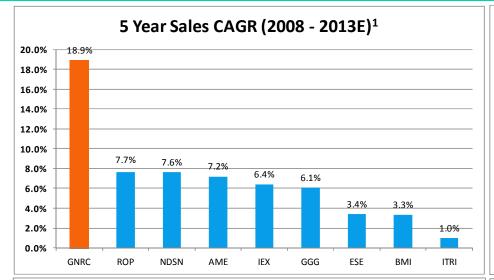


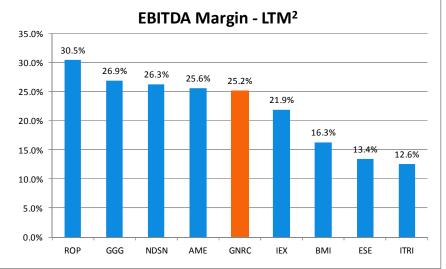
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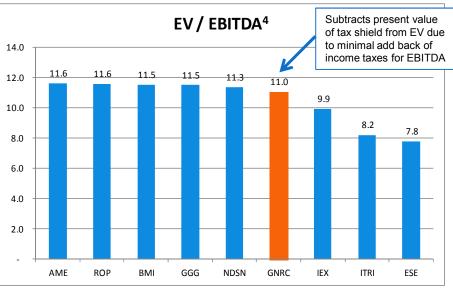
Note: Unlevered free cash flow = free cash flow plus cash interest expense.

Relative Performance – Compared with Industrial Technology Peers





Free Cash Flow (FCF) Yield³ 10.0% 8.9% 9.0% 8.0% 7.3% 7.0% 5.9% 5.9% 5.6% 5.6% 6.0% 5.1% 5.0% 4.0% 3.1% 3.0% 3.0% 2.0% 1.0% 0.0% GNRC IEX AME ITRI NDSN ROP ESE BMI GGG



Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of June 21, 2013.

(1) Figures represent a five-year compound annual growth rate calculated by comparing the base year 2008 to the analyst consensus revenue forecast for 2013 for each company.

(2) Adjusted EBITDA figures were used for GNRC. For all other companies, EBITDA is calculated as Operating Income plus D&A .

(3) Determined by taking the ratio of FCF (Operating Cash Flow less Capex) to Market Capitalization.

(4) Based on recent enterprise value to consensus NTM EBITDA estimates. Figure for GNRC determined by subtracting the value of the tax shield in determining enterprise value.

2013 Business Outlook

Net sales: increase *low-to-mid teens rate* vs. a strong 2012

- Residential product sales: increase in the *low-single digit % range* excluding the impact of event-driven portables, increase in the *high-single digit % range*
- C&I product sales: increase at a *high-single digit % rate* on organic basis for 2013; increase in the *low-30% range* with Ottomotores acquisition
- Average major outage could provide between \$20 to \$50 million of incremental net sales (or 2 to 4% additional growth) depending on several factors

Adjusted EBITDA: 2013 expected to increase in the low teens % range vs. 2012

- **Gross margins:** expected to be *approximately flat* versus 2012
- As-reported operating expenses as percentage of sales excluding amortization: expected to be *slightly up* versus 2012

Continued strong Free Cash Flow conversion: FCF = 95% of adjusted net income from 2008-2012

Cash income taxes: approximately \$14 - \$15 million or cash tax rate of 6-7%; 37-39% on incremental pre-tax profits

Organic sales growth of 8-10% less ~ 3% portables headwind plus 7-9% from Ottomotores

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PRIORITY USES OF CAPITAL

Financial Policy

		Historical	Expected
1a	Publicly-stated gross leverage target of 2-3X EBITDA	 2.5X at end of Q1 2013 – post special dividend paid in June 2012 3.7X for dividend recap during Q2 2013 (pro-forma basis) 	 Continue to focus on debt paydown Maintain strong liquidity profile
1b	Continue to invest in business	> 30% CAGR organic revenue over past 2 years	 Support market-driven R&D Invest in high-ROI capital spending projects Capex consistently only ~ 2% of sales
2	Explore acquisitions for external growth	Magnum in Q4 2011 Gen-Tran in Q1 2012 Ottomotores in Q4 2012	 Seek strategic, high-synergy acquisitions Accretive to adjusted earnings in first 12 months following close
3	Return of capital to shareholders	 \$6.00 per share special dividend in Q2 2012 \$5.00 special dividend in Q2 2013 	 As future cash flow permits, may consider further return of capital to shareholders

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Generac (GNRC) – Investment Highlights

Best in class organic revenue growth	 Over 20% CAGR in organic revenue over the last 10 years Low penetration in key markets, especially home standby market that's less than 3.0% penetrated with every 1% increase representing ~ \$2 billion market opportunity Key macro drivers: aging and underinvested grid; favorable demographics; increasing number of power disruptions; natural gas gensets gaining share vs. diesel
Market leader with significant barriers to entry	 ~ 70% share of domestic home standby market Unmatched multi-channel distribution led by over 5,000 residential & light commercial dealers Considerable investment in R&D
Superior financial profile	 GMs consistently in the mid-to-high 30% range, EBITDA margins in low-to-mid 20% range Favorable tax structure worth an estimated \$4.50 to \$5.50 per share in present value tax savings Strong track record of free cash flow conversion and de-levering balance sheet, with FCF representing 95% of adjusted net income from 2008-2012
Strong product, market and geographic expansion opportunities	 Proven track record in completing accretive acquisitions and introducing new products Significant international market opportunity – only ~ 2% of 2012 revenue outside of U.S. and Canada

Leading "Industrial Technology" Company

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Appendix

Generac Leads the Residential Generator Market with Sustainable Competitive Advantages

Home Standby Generators

Generac has led the growth in category with innovation – current market share of 70%

- Critical competitive advantages include:
 - Unmatched distribution network including over 5,000 dealer/installers, as well as wholesale, retail, online, and private label accounts
 - Broadest product line in the industry
 - 7x relative volumes and lean manufacturing drive strong margins at competitive prices
 - Control of the critical technology engine, alternator, switches, and controls
 - Superior training and program support
- Competitors: Briggs & Stratton, Kohler, Cummins

Portable Generators & Power Washers

- Significant presence at retail drives brand recognition and provides entry-level choice for homeowners
- Generac re-entered the portable generator market in 2008 and now has a significant market share of approximately 25%⁽¹⁾
- Re-entered power washer market in 2011 and making early progress
- Competitors: Briggs & Stratton, TTI, Honda Power Equipment

(1) Source: Management estimates

Portable Generators

Power Washers

Air-cooled Home Standby







Commercial Penetration and Industrial Market Share Opportunities

Commercial and Industrial (C&I) Macro Drivers

- Grid reliability and increasing costs from outages driving emergency backup power needs
- Industrial standby generator market driven by new construction and retrofit of infrastructure projects, mission critical, and other code driven applications
- Commercial driven more by optional standby applications ROI is critical
- Mobile product demand driven by commercial and road construction, energy, and government agency spending on temporary lighting and power needs
- Timing and magnitude of capex plans for national account customers has impact

C&I Market Share and Growth Opportunities

- Natural gas gensets gaining share vs. diesel up to 35% less expensive than comparable diesel (depending on power rating)
- Upgrade and expand distribution
- Increased international focus with Ottomotores
- Expand addressable market through new product development
- Build relations with specifying engineers
- Cross-selling opportunities with Magnum

Cost Effective & Innovative Solutions





Natural gas engine technology

solutions

Mobile generator



Gaseous fueled generator solutions





Bi-Fuel technology

Gemini technology



Modular Power technology

Cost of 4 Hour Outage Per Business⁽¹⁾

Grocery and \$26,234 SUPERVALU ELEVEN Food Sales Miner (1) convenience stores Restaurants \$20,161 Food Service SUB Retail stores, TARGET \$4,892 **E**‰onMobil Mercantile TValgreens pharmacies Hospitals, Tenet **Healthcare** \$1,593 HCA HCR ManorCare nursing homes Wireless towers n/a 🨂 at&t T · · Mobile · * Sprint 🎽 Telecom verizonwireless

ROI Drives Market Opportunity

Light commercial

- Over 2 million locations in the U.S.
- Affordable price point for natural gas units
 - Up to 35% less expensive than comparable diesel generators

Industrial

- Cost advantage of natural gas for many applications
- Modular applications increase affordability

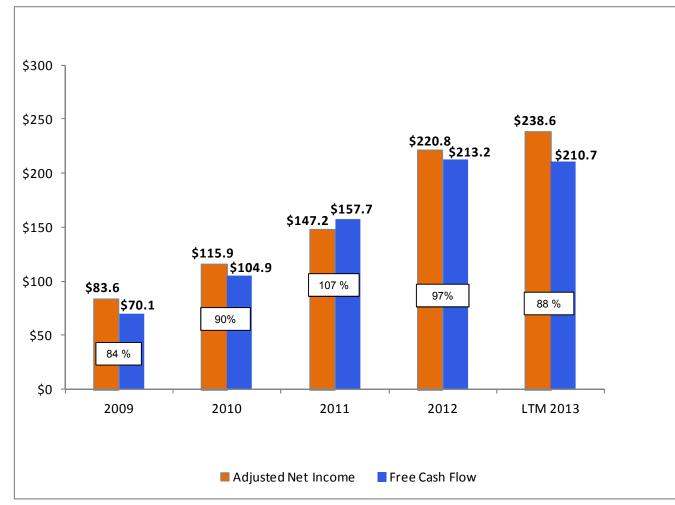
Current and Prospective Customers

Combination of power outage costs and increasing affordability have improved industrial and light commercial customers' ROI

(1) Source: SENTECH.

Strong Free Cash Flow Conversion





Strong free cash flow will allow Generac to fund growth opportunities and easily service debt

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Favorable Tax Attributes

Tax attributes and 338(h)10 election overview

- \$1.9 billion asset basis step-up created through 2006 acquisition of Generac and 2011 acquisition of Magnum
 - Each amortizes over 15 years
 - Reduces <u>cash</u> tax obligation by approx. \$49 million per year through 2020
- Current NOL balance of \$54 million as of December 31, 2012 provides cash benefit of up to \$19 million

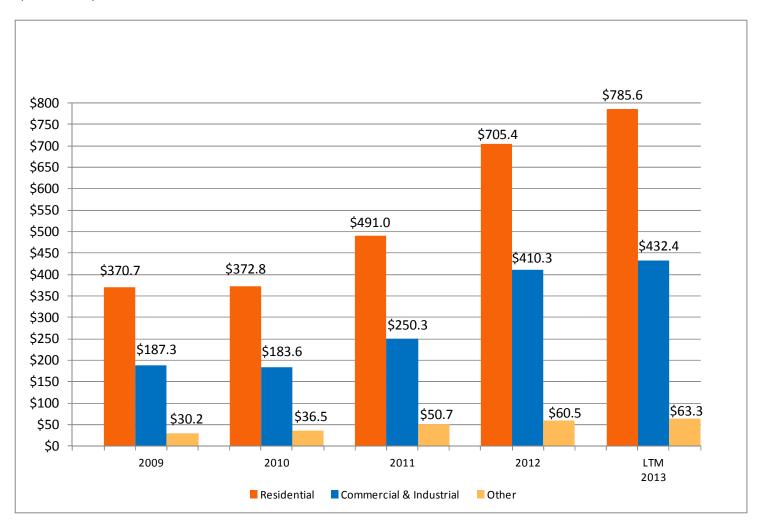
(\$ mm)	Total	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022+
Annual tax amortization	\$1,136	\$127	\$127	\$127	\$127	\$127	\$127	\$127	\$127	\$106	\$14
Cash tax savings ⁽¹⁾	\$437	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$41	\$4
Cash tax savings of NOLs ⁽²⁾	\$19										
Grand total	\$456										

Results in present value tax savings of ~ \$300-360 million⁽³⁾ or \$4.50-\$5.50 per share

- (1) Assuming continued profitability and no limitations at an assumed 38.5% federal and state tax rate.
- (2) Calculated at a 35.0% federal tax rate on the \$54 million of federal NOL carry forward balance as of December 31, 2012.
- (3) Based on annual discount rate of between 5 and 10%; includes both amortization of intangibles and NOL's.

Net Sales by Product Class

(\$ in millions)



Figures include results from Magnum Products acquisition completed on October 3, 2011 and the Ottomotores acquisition completed December 8, 2012.

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Q1 2013 & LTM Financial Overview

(\$ in millions)	Actual Q1 2013		Y/Y %	Actual LTM Q1 2013		Y/Y %
			Change			Change
Residential	\$	255.2	45.8%	\$	785.6	31.6%
Industrial	\$	127.1	21.0%	\$	432.4	39.1%
Other	\$	17.2	19.2%	\$	63.3	15.8%
Net Sales	\$	399.6	35.7%	\$	1,281.3	33.1%
Gross Profit	\$	153.5	38.2%	\$	482.9	34.7%
% Margin		38.4%			37.7%	
Adjusted EBITDA	\$	108.8	43.5%	\$	322.8	36.3%
% Margin		27.2%			25.2%	
Net Income ⁽¹⁾	\$	50.7	68.6%	\$	113.8	-67.5%
Adjusted Net Income	\$	83.9	26.9%	\$	238.6	21.6%
Adjusted EPS	\$	1.21	25.2%	\$	3.44	19.4%
Free Cash Flow	\$	33.9	-6.9%	\$	210.7	15.1%
Unlevered Free Cash Flow	\$	50.5	18.3%	\$	254.1	22.4%
Consolidated Net Debt				\$	758.9	57.5%
Consolidated Net Debt Leverage Rational Consol	io				2.4x	

(1) Net income for LTM 2013 includes a normalized tax provision of \$72.8 million vs. a \$218.7 million income tax benefit in the prior year LTM period.

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Adjusted EBITDA Reconciliation

(\$ in millions)

	2009	2010	2011	2012	LTM 2013
Reported net income	\$ 43.1	\$ 56.9	\$ 324.6	\$ 93.2	\$ 113.8
Interest expense	70.9	27.4	23.7	49.1	59.1
Depreciation and amortization	59.7	59.4	56.1	54.2	48.7
Income taxes provision (benefit)	0.3	0.3	(237.7)	63.1	72.8
Non-cash write-down and other charges	(1.6)	(0.3)	10.4	0.2	0.0
Non-cash share-based compensation expense	-	6.4	8.6	10.8	11.3
Loss on extinguishment of debt	-	4.8	0.4	14.3	11.8
Transaction costs and credit facility fees	1.2	1.0	1.7	4.1	4.3
Non-cash gains	(14.7)	-	-	-	-
Other	0.2	0.4	0.5	0.7	0.9
Adjusted EBITDA	\$ 159.1	\$ 156.2	\$ 188.5	\$ 289.8	\$ 322.8

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Adjusted EBITDA Reconciliation

(\$ in thousands)

Net income to Adjusted EBITDA reconciliation	Three months ended March 31,					LTM Year Ended March 31,				
		2013		2012		2013		2012		
	(u	inaudited)	(unaudited)		(unaudited)			(unaudited)		
Net income	\$	50,674	\$	30,060	\$	113,837	\$	349,859		
Interest expense		15,675		5,674		59,115		23,391		
Depreciation and amortization		8,750		14,218		48,692		56,678		
Income taxes provision (benefit)		28,750		19,044		72,835		(218,726)		
Non-cash write-down and other charges		(423)		(204)		28		9,750		
Non-cash share-based compensation expense		2,931		2,439		11,272		9,085		
Loss on extinguishment of debt		1,839		4,309		11,838		4,686		
Transaction costs and credit facility fees		314		135		4,296		1,681		
Other		291		127		895		390		
Adjusted EBITDA	\$	108,801	\$	75,802	\$	322,808	\$	236,794		

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Adjusted Net Income & Free Cash Flow Reconciliations

(\$ in thousands)

Net income to Adjusted net income reconciliation

	Three Months Ended March 31,				LTM March 31,				
		2013		2012		2013		2012	
		(unaudited)		(unaudited)		(unaudited)		(unaudited)	
Net income	\$	50,674	\$	30,060	\$	113,837	\$	349,859	
Income taxes provision (benefit)		28,750		19,044		72,835		(218,726)	
Income before provision (benefit) for income taxes		79,424		49,104		186,672		131,133	
Amortization of intangible assets		6,185		12,225		39,827		57,907	
Amortization of deferred financing costs and OID		1,177		506		4,430		1,990	
Loss on extinguishment of debt		1,839		4,309		11,838		4,686	
Transaction costs and credit facility fees		(253)		-		3,064		875	
Adjusted net income before provision for income taxes		88,372		66,144		245,831		196,591	
Cash income tax expense		(4,520)		(55)		(7,276)		(468)	
Adjusted net income	\$	83,852	\$	66,089	\$	238,555	\$	196,123	
Free Cash Flow Reconciliation									
Net cash provided by operating activities	\$	38,266	\$	38,584	\$	235,276	\$	195,625	
Expenditures for property and equipment		(4,322)		(2,138)		(24,576)		(12,629)	
Free cash flow	\$	33,944	\$	36,446	\$	210,700	\$	182,996	
Cash interest		16,534		6,223		43,390		24,578	
Unlevered free cash flow	\$	50,478	\$	42,669	\$	254,090	\$	207,574	

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