



Generac Announces Fourth Quarter and Full-Year 2011 Earnings Release Date and Teleconference

January 31, 2012

WAUKESHA, Wis.--(BUSINESS WIRE)--Jan. 31, 2012-- Generac Holdings Inc. ("Generac") (NYSE: GNRC), a leading designer and manufacturer of generators and other engine powered products, today announced plans to release its fourth quarter and full-year 2011 financial results before the market opens on Tuesday, February 14, 2012. Generac management will hold a conference call at 9:00 a.m. EDT on that day to discuss highlights of this earnings release.

The conference call can be accessed by dialing (800) 638-4817 (domestic) or +1 (617) 614-3943 (international) and entering passcode 52463161.

The conference call will also be webcast simultaneously on Generac's website (<http://www.generac.com>), under the Investor Relations link.

Following the live webcast, a replay will be available on the Company's website. A telephonic replay will also be available three hours after the call and can be accessed by dialing (888) 286-8010 (domestic) or +1 (617) 801-6888 (international) and entering passcode 19883651. The telephonic replay will be available for 30 days.

To learn more about Generac, please visit the company's website at <http://www.generac.com>. Generac uses its website as a channel of distribution for material Company information. Financial and other material information regarding Generac is routinely posted on the Company's website and is readily accessible.

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 power 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 company news is available
24 hours a day, on-line at: <http://www.generac.com>.**

SOURCE: Generac Holdings Inc.

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