



Generac to Acquire Tower Light Business

July 25, 2013

Acquisition of leading light tower manufacturer positions Generac as a global leader in mobile power equipment and accelerates international expansion efforts

WAUKESHA, Wis.--(BUSINESS WIRE)--Jul. 25, 2013-- Generac Holdings Inc. (NYSE: GNRC), a leading designer and manufacturer of generators and other engine powered products, announced today the signing of a purchase agreement to acquire the equity of Tower Light Srl and its wholly-owned subsidiaries from European private equity fund Ambianta I, advised by Ambianta SGR, and a group of minority-share investors.

Founded in 1996 and headquartered outside Milan, Italy, Tower Light is a leading developer and supplier of mobile light towers throughout Europe, the Middle East and Africa. Tower Light has experienced growth and built a leading market position in the equipment rental markets by leveraging their broad product offering and strong global distribution network in over 50 countries. With approximately 100 employees, Tower Light's net sales for year ended December 31, 2012 were approximately €37 million.

"Tower Light is a great strategic fit for Generac's business, providing an expanded product offering of light tower generators to support additional geographic markets beyond those we serve today," said Aaron Jagdfeld, President and Chief Executive Officer of Generac. "Acquiring Tower Light positions us as a global leader in light towers, allowing us to participate in the growing rental market for these products outside the U.S."

"This is a very exciting development for Tower Light which opens up many new opportunities and allows us to continue to innovate and further develop the Tower Light product range. We are pleased to join the Generac family, and we look forward to our continued success as we work together to execute on potential synergies and drive global growth for mobile power products," said Andrea Fontanella, Founder and Managing Director of Tower Light Srl.

Following the close of the transaction, Tower Light's management team will continue to lead the company and the Tower Light brand name will join Generac's brands, including Magnum and Ottomotores, in serving global power generation and associated markets. It is expected that the transaction will close in the third quarter of 2013, pending standard closing conditions. The purchase price of the acquisition was not announced.

Generac company news is available

24 hours a day, on-line at: <http://www.generac.com>.

About Generac (NYSE: GNRC)

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 internationally through a broad network of independent dealers, retailers, wholesalers and equipment rental companies.

About Tower Light Srl

Tower Light Srl, founded in 1996 and based at Villanova d'Ardenghi (PV), is the European leader in the production of lighting towers for construction and other applications. Through continuous product development and a broad distribution network, Tower Light Srl has become a leading supplier to construction and equipment rental companies, providing mobile power equipment that meets the specific needs of geographic markets across the world.

About Ambianta, Sgr

Ambianta SGR is the largest European private equity fund focused on the growth environmental sector. Ambianta I Fund, with commitments of €217.5 million, has to date completed 10 investments in the areas of energy efficiency, pollution reduction, renewables, recycling, and primary resource management. Ambianta contributes actively to the development of its portfolio companies, offering industrial and managerial expertise and broad industrial relations. Learn more about Ambianta at www.ambiantasgr.com.

Forward-looking Information

Certain statements contained in this news release, as well as other information provided from time to time by Generac Holdings Inc. or its employees, may contain forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. 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.

Any such forward looking statements are not guarantees of performance or results, and involve risks, uncertainties (some of which are beyond the Company's control) and assumptions. Although Generac believes any forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect Generac's actual financial results and cause them to differ materially from those anticipated in any forward-looking statements, including:

- demand for Generac products;
- frequency and duration of major power outages;
- availability, cost and quality of raw materials and key components used in producing Generac products;

- the impact on our results of the substantial increases in our outstanding indebtedness and related interest expense due to the dividend recapitalization transactions completed in May 2012 and 2013;
- the possibility that the expected synergies, efficiencies and cost savings of the acquisitions of the Ottomotores and Tower Light businesses or other acquisitions will not be realized, or will not be realized within the expected time period;
- the risk that the Ottomotores and Tower Light businesses or other acquisitions that we make will not be integrated successfully;
- difficulties Generac may encounter as its business expands globally;
- competitive factors in the industry in which Generac operates;
- Generac's dependence on its distribution network;
- Generac's ability to invest in, develop or adapt to changing technologies and manufacturing techniques;
- loss of key management and employees;
- increase in product and other liability claims; and
- changes in environmental, health and safety laws and regulations.

Should one or more of these risks or uncertainties materialize, Generac's actual results may vary in material respects from those projected in any forward-looking statements. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the U.S. Securities and Exchange Commission ("SEC").

Any forward-looking statement made by Generac in this press release speaks only as of the date on which it is made. Generac undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

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