



## Most Americans Choose TV Over Heat

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### New study shows homeowners aren't prepared for power outages associated with winter storms

WAUKESHA, Wis., Nov. 12, 2015 /PRNewswire/ -- The mild fall and summer-like temperatures we've seen throughout October and November means thoughts of winter are far from the minds of many. But the unseasonably warm temperatures won't last forever, and soon homeowners will once again experience the ice, snow and sleet that put homes and families in danger throughout the long winter months.

# GENERAC®

Severe winter storms are often times accompanied by extended power outages that can be life-threatening in sub zero temperatures. But a new study from Generac Power Systems shows 23% of Americans surveyed said they would miss their television the most during a power outage. Just 4% responded they would miss their heat most if the power went out.

"The study results prove that many Americans think more about the inconvenience of a power outage than the life threatening affects a long term outage can have during the cold winter months," said Clement Feng, Generac Power Systems' winter preparedness expert. "Power outages are incredibly inconvenient, but not having heat, running water, fresh food and a charged cell phone to communicate with others can be incredibly dangerous. That's why we encourage homeowners to winterize their homes now to ensure their families are safe throughout the winter."

In addition to power outages, there are several dangers associated with winter storms, including damage from the weight of ice, snow and sleet. In the cases of major snowstorms, homeowners can even be trapped in their homes due to blocked or frozen entryways. Cracked or burst water pipes connected to anything from steam and hot water heating or a fire-protection system can be extremely costly. Even after the storm, melting snow can cause major flooding.

"Though the list of winter weather dangers runs long, Generac recommends taking 10 easy steps that can reduce the chances of weather-related issues, all while creating a safer home environment during emergencies," Feng said.

Generac recommends taking the following ten easy steps to stay safe this winter season:

1. Install weather stripping.
2. Have your furnace/heating system serviced at the beginning of each season to ensure it runs properly, and have the filters changed.
3. Move furniture away from vents.
4. Add rock salt and sand to emergency kits to help melt ice on walkways.
5. Install roof-heating cables to prevent ice dams on roofs and gutters.
6. Insulate pipes and winterize your sprinkler system by turning off the water supply and ridding the pipes of excess water by blowing compressed air through the sprinkler lines.
7. Run the water regularly to help prevent pipes from freezing and bursting. Opening the faucet, even just a drip, will provide relief from the excessive pressure that comes with ice blockage and can prevent a burst pipe.
8. Insulate outlets with gasket covers.
9. Install attic insulation, which can save as much as 30 percent on heating costs. It's also suggested to place a cover over attic stairs.
10. Invest in an automatic home standby generator, like those from Generac, that automatically provide power for heat and electricity when there is a power outage. Automatic home backup generators turn on automatically as soon as the power goes out and stay on until utility power is restored.

Just 29% of Americans surveyed own a source of backup power, meaning the majority of homeowners could face life threatening danger if an outage hit their area.

"The study demonstrates that the majority of Americans don't take winter storms, and potential outages, seriously. Winterizing your home is a lot easier than most homeowners think," said Feng. "Because it is so easy to do, homeowners should really make it a priority each year to keep their homes and families safe. And the best time to prepare is now, before the snowflakes start to fly."

If you are interested in additional information about how to properly prepare your home for winter, Generac preparedness experts are available for interviews. Local Generac dealers across the country are also available to talk about how generators can help homeowners and business owners be

prepared for the upcoming winter. To set up an interview, please contact Heather Gaedtke (414-227-3505) or Hannah Thulin (414-227-3530), listed above.

Additional information on winter weather preparedness is available at <http://www.ready.gov/winter-weather> and <http://www.generac.com/stormprep>. Consumers can also log on to [www.generac.com](http://www.generac.com) and click on the dealer locator to find a local dealer and sign up for a free in home assessment.

**About Generac (NYSE: GNRC)**

Generac Power Systems (NYSE: GNRC) is a leading global supplier of backup power and prime power products, systems, and engine-powered tools. Back in 1959, our founder was committed to designing, engineering, and manufacturing the first affordable backup generator. Fifty-five years later, the same dedication to innovation, durability and excellence has resulted in the company's ability to expand its industry-leading product portfolio into homes and small businesses, on job sites, and in industrial and mobile applications across the globe. Generac offers backup and prime power systems up to 100 MW, and uses a variety of fuel sources to support power needs for our customers. We are proud to be named the Frost & Sullivan 2014 North American Natural Gas Generator Set Company of the Year.

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