

NEWS RELEASE**GENCELL ANNOUNCES AYLESBURY SCIENTIFIC AS DISTRIBUTOR FOR IRELAND**

Dublin-based integrator will use GenCell's fuel cell backup power solutions to ensure continuous operation of critical threat detection and security systems

Dublin, Ireland, (The Energy Show 2017, Stand L7) – April 6, 2017 – GenCell, the Israel-based fuel cell developer and manufacturer, has announced that it has signed a distributor agreement with Aylesbury Scientific, a system integrator for mission-critical infrastructure protection to airports, border control, governments and banks. The Dublin-based integrator will use GenCell's fuel cell backup power solutions to ensure continuous operation of critical threat detection and security systems in the event of power failure.

"We are very excited to be cooperating with Aylesbury Scientific," says Rami Reshef, CEO at GenCell. "Aylesbury's customers have many mission-critical systems that need to have uninterrupted power. If those systems are offline, lives are in jeopardy, literally. Our GenCell G5 long-duration UPS solution ensures that these critical systems are always available. It offers an immediate injection of 5kW of power that continues as long as you have fuel."

The GenCell G5 is fueled by hydrogen, the clean energy of the future, and produces no emissions, noise or vibrations, making it ideal for indoor and outdoor use.

"GenCell's fuel cell backup power solutions fill a real need with our customers," says Joe Doolan, Owner & Managing Director of Aylesbury Scientific. "Fuel cell technology is a green source of energy that's at the right place at the right time. It overcomes both the limited duration of battery systems and the smell, noise and lengthy startup time of diesel generators. An additional bonus is that since fuel cells are zero emissions, make no noise and no vibrations, they are unobtrusive and suitable indoor or outdoor usage."

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About GenCell Energy

GenCell Energy fuel cell solutions offer affordable, clean power for humanity that renders diesel generators obsolete. Using the ultra-reliable technology that powers American and Russian spacecraft, we deliver backup power for utilities, homeland security, healthcare and automated industries. Our revolutionary process to create hydrogen-on-demand from anhydrous ammonia (NH₃) enables our fuel cell solutions to provide primary power for off-grid and poor-grid telecom, as well as rural electrification. GenCell Energy has more than 80 employees, including many veterans of space and submarine projects. The company is headquartered in Israel with a worldwide distribution and support network and has unique intellectual property that includes patents, trade-secrets and know-how.

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