

NEWS RELEASE**CLARO INSTALLS GENCELL G5 FUEL CELL TECHNOLOGY TO ERADICATE TELECOM TOWER POWER OUTAGES**

• GenCell G5 provides a reliable, efficient and sustainable back-up solution for telecom providers – for the first time at the same cost as a fully installed ISO14001-ready GMG (diesel generator)

Sao Paulo, Brazil, October 17, 2016 – GenCell, the leading Israeli-based fuel cell developer and manufacturer, today at Futurecom 2016, announces that market-leading telecoms provider, Claro, has tested and successfully validated the revolutionary GenCell G5 fuel cell generator to eradicate power outages.

Installed for 11 months at Claro's R&D facility in Rio de Janeiro, in Brazil, Claro has used the GenCell G5 to enhance its existing back-up solution and replace its batteries and diesel generators. During a power outage, the GenCell G5 is designed to take over from the grid and provide reliable and clean power to the BTS (Base Transceiver System) in readiness for a quick transition once the grid returns.

Ensuring reliable network coverage for consumers, the new GenCell G5 significantly reduces the disruption and associated costs of power outages for customers and businesses, while also dramatically improving the sustainability of telecoms providers. For the first time in fuel cell history, the GenCell G5 achieves this at the same cost as a fully installed ISO14001-ready GMG (diesel generator) solution. Luis Galindo, Director of Operations, Claro, comments: "We have rigorously tested the GenCell G5 simulating a variety of power outages, including duration and type of blackout. The results were outstanding. The GenCell G5 kicked-in every single time and supported the full duration of outage. "But the benefits of the GenCell G5 are not just for our needs today. As the solution operates a near silent operation, has a smaller footprint than GMG and is 100% clean – emitting no CO2 – it will also allow us to meet the planned environmental requirements for tomorrow. What's more, in a black-out situation we will also be able to meet all upcoming regulatory requirements for reduced support times too."

One of the GenCell G5's unique features is the ability to perform robustly in extreme temperatures and humidity, making it an ideal solution for telecom providers in hotter or colder climates. The GenCell solution produces 5kW of steady power and is also fully certified.

Rami Rashef, GenCell CEO concludes: "Working together with the Claro team was a unique experience. The level of their professionalism was inspiring and helped us to improve our offering for the Brazilian market. We are excited to have passed their evaluation process, as Claro has some of the most demanding technical requirements in the world. On the success of this installation, we are now discussing the deployment of additional GenCell G5 solutions within Claro's operational network towers, and actively looking to expand our offering to other Latin American networks."

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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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