

NEWS RELEASE**DISTRIBUTECH 2017: GENCELL TO SHOWCASE BREAKTHROUGH FUEL CELL SOLUTION THAT KEEPS UTILITY BATTERIES CHARGED UP TO 10 TIMES LONGER****GenCell G5rx provides sustainable backup power to back up critical systems at utilities**

Petah Tikva, Israel, January 12, 2016 – GenCell, the leading Israel-based fuel cell developer and manufacturer, is announcing its participation at DistribuTECH 2017 (Booth #3237) where it will showcase its hydrogen-based GenCell G5rx™ backup power solution.

Featuring unique fuel cell technology used in space missions, the G5rx provides immediate and reliable, long-term backup power to mitigate the challenges of power outages. When the grid goes down, the GenCell G5rx kicks-in to charge utility back-up batteries and keep them at full power for up to 10 times longer than standard battery rooms. This enables substations and power plants to keep their breakers and controls in an operational mode and allows utilities to quickly restart power distribution to end-users once the grid recovers.

With a growing North American population and the increasing use of electricity to power a digital world, utilities are under ever more pressure to keep remote and urban systems operational with zero to minimal disruption. The unfortunate reality is that the grid goes down and the financial impact can be astronomical, compounded by the significant disruption to human life. As such, it is crucial for utilities to minimize energy gaps and limit the loss of power to consumers and businesses.

Rami Reshef, CEO of GenCell comments: “The GenCell G5rx uses proven space technology to offer an instantaneous injection of power to battery rooms with unparalleled reliability. This enables utilities to quickly restart critical systems once the grid returns, while providing a uniquely sustainable solution at a low total cost of ownership.”

Producing 5kW of steady power, the GenCell G5rx can be used to keep utility batteries charged for 40 hours or more, maintaining them at full charge even after the system is back online. Using an innovative proprietary Network Operations Center system (NOC), all necessary performance monitoring, analysis and maintenance can be done remotely, making the GenCell G5rx backup energy solution an ideal replacement for high-maintenance diesel generators.

The GenCell G5rx also supports “black start” operations, an elegant restoration process that actually eliminates the need for standby diesel generators. With the use of GenCell’s unique energy management software, a utility company can combine multiple GenCell G5rx units together, generating an integrated frequency to support a “black start” corridor process.

With its clean power generation process, the GenCell G5rx has zero-emissions, is silent and vibration free and is equally suited to both extreme environments and urban settings.

---END---

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.

Contacts:

Worldwide PR for GenCell Energy

Ben Dodson

Incus Media

Tel: +44 1737 215200

gencell@incus-media.com

www.incus-media.com

Libby Alpert, Head of Marketing

GenCell Energy

Tel: +972 54 3266068

libby@gencellenergy.com

www.gencellenergy.com