

NEWS RELEASE**GENCELL FUEL CELL POWER SOLUTIONS FOR TELECOM, UTILITIES AND MISSION-CRITICAL APPLICATIONS TO MAKE GERMAN DEBUT AT HANNOVER MESSE**

Petach Tikvah, Israel – April 10, 2018 – GenCell, the fuel cell power solution provider and manufacturer, today announced the German premiere of its hydrogen-based GenCell G5 long-duration UPS at Hannover Messe from 23-27 April in Hall 27, Stand F73, in conjunction with NRW. The company also announced the opening of its new European Headquarters in Germany, as well as the addition of a local distributor, A Müller GmbH.

Visitors to Hannover Messe will be able to see GenCell's G5 long-duration UPS and learn how it provides a cost-effective, ultra-reliable, clean backup power solution for a wide range of mission-critical applications, including telecom, homeland security, emergency services and more. Based on proven fuel cell technology that powered spacecraft and was further developed by some of the world's leading energy scientists and chemists, the GenCell G5 reduces the disruption and economic losses caused by power outages to businesses—at a price point that competes with diesel generators and other legacy backup power solutions. Fueled by hydrogen, the clean energy of the future, the GenCell G5 produces backup power with no emissions, noise or vibrations and requires very low maintenance.

In addition, visitors to the booth will be able to hear how the GenCell G5rx utility backup solution is reducing the impact of power outages for world-leading utilities such as North American energy giant, SDG&E. Operating as a direct source of backup power or supplementing legacy backup battery systems that can provide only 6-8 hours of electricity, the GenCell G5rx solution offers an immediate injection of power and keeps circuit breaker “auto reclosers” operational until the grid recovers.

“The GenCell G5rx is a perfect fit for the German market where the rapid transition from fossil fuel and nuclear power to a renewables-based energy is susceptible to weather-induced drops in power production that can affect grid stability,” says Michael Tausch, a 15-year veteran of the power industry and GenCell's Director of Sales and Business Development.

Following the company's rapid growth in the USA, GenCell has opened the GenCell Power Center in Herten, Germany, the company's European Headquarters. The facility will include full product training and demonstration facilities for prospects and customers. The GenCell Power Center is part of a dedicated hydrogen village, the Hydrogen User Center, aimed at educating the German and European markets on the benefits of hydrogen and facilitating the successful integration of hydrogen fuel into businesses.

“Germany is a world leader in the use of green energy and is a driving force in the adoption of hydrogen fuel cells,” says Rami Reshef, GenCell CEO. “As such, it was the obvious choice for our European headquarters. German customers will benefit from a dedicated team of local experts with decades of experience in addressing some of the energy industry's biggest pain points. In the coming months, we will be hosting our first German customer experience center where we will demonstrate how our proven backup power solutions can significantly reduce the impact of power outages and ensure business continuity.”

GenCell has also partnered with A Müller GmbH, a long-established UPS systems integrator in Germany. With a deep understanding of business infrastructure and the need for reliable power, A Müller will drive the adoption of hydrogen-fueled GenCell backup power solutions across a range of markets and applications. GenCell fuel cell solutions are available for immediate dispatch from A Müller across Germany.

“GenCell is delighted to be working with A Müller to bring a cost-effective, clean back-up power solution to the German market, with the level of power reliability to truly replace unsustainable traditional power sources such as diesel generators,” comments Reshef. “As a well-respected UPS systems provider, A Müller’s wealth of experience in our key target markets and its in-depth knowledge in renewable energy, makes it an ideal partner. Its dedicated technicians and service department complements our own customer and customer service orientation.”

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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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