

NEWS RELEASE**GENCELL APPOINTS PACIFIC POWER REPS TO MAXIMIZE OPPORTUNITIES IN NORTH AMERICAN UTILITIES MARKET**

Petah Tikva, Israel, Feb 07, 2017, (DistribuTECH 2017, Booth #3237) – Feb 07, 2017 – GenCell, the Israel-based fuel cell developer and manufacturer, today announced the appointment of leading North American utilities specialist, Pacific Power Reps (PPR). The agreement follows GenCell's recent partnership with leading Californian energy company, San Diego Gas & Electric (SDG&E), and further strengthens the company's sales network in North America's utilities market.

With a specialist focus on utilities, PPR will be responsible for developing opportunities with energy companies and driving sales of GenCell's fuel cell products within the sector. PPR's customers include Southern California Edison, the Los Angeles Dept. of Water & Power, Imperial Irrigation District and several municipalities including the city of Anaheim.

Alon Rozen, GenCell VP Sales comments, "In North America the potential is huge. We've been looking for the right partner here and PPR's expertise and proven track record in the utilities market is a great match for unlocking further North American opportunities."

Commenting on the growth of GenCell and its penetration in the worldwide utilities market, Rami Reshef, GenCell CEO says: "Our recent partnership with SDG&E is a proof-point for our technology's ability to help utilities improve customer service while increasing sustainability. We very much see our new relationship with PPR as a catalyst for bringing our business continuity power solutions to other NA market-leading utilities, adding to wider international adoption of our technology in this market."

The partnership between GenCell and SDG&E is entering a new stage, as the energy company begins a three-year project to install the GenCell G5rx back-up fuel cells at its substations. The fuel cell, which is a flexible, clean energy resource that only emits water, will automatically operate in the event the power grid goes down. The GenCell G5rx can operate 10 times longer than existing back-up power sources, and has the capacity to maintain all substation operations versus only critical operations.

Greg Albertyn, President PPR adds, "Thanks to GenCell, we have a great base to work from with the installations at SDG&E – we would like to build on that. There are many other utilities out there that have very similar needs, and with our strong relationships in the market, we believe that we are ideally placed to drive widespread adoption of this breakthrough technology.

"The GenCell G5rx is the complete package. It's extremely efficient and reliable, green, and ultimately it's fulfilling a need for simplicity in today's utilities market," he concludes.

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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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