

**NEWS RELEASE****GENCELL ENERGY, SELECTED AS AN EXHIBITOR AT THE PERES CENTER FOR PEACE AND INNOVATION, ECHOES THE LATE PRESIDENT'S VISION OF USING INNOVATION TO CREATE POSITIVE CHANGE FOR HUMANITY**

- GenCell selected for its innovation in clean, sustainable and affordable fuel cell energy solutions, and commitment to realizing the environmental, socioeconomic and humanitarian benefits of reliable backup and off-grid primary power
- Peres Center for Peace and Innovation opening ceremony to be held with Israel's Minister of Economics in attendance

**Petach Tikvah, Israel – December 17, 2018** – GenCell Energy, a leading Israel-based provider and manufacturer of fuel cell energy solutions, announced today that it has been selected as an exhibitor for The Israeli Expo being held at the Peres Center for Peace and Innovation.

Dedicated to improving worldwide quality of life with reliable and affordable backup and off-grid primary power, GenCell Energy is a natural fit for the national exhibition center honoring Shimon Peres – a man renowned for his work transforming Israel into a powerhouse of science and technology, as well as his unwavering commitment to morality and peace.

“Innovation has always been a cornerstone of Israel’s heritage. As such, it’s a real honor to be selected alongside leading companies creating and exporting novel solutions and technologies for global challenges,” says Rami Reshef, CEO of GenCell Energy.

GenCell Energy has taken emission-free fuel cell technology typically reserved for space programs and submarine usage, and transformed it into a range of affordable power solutions designed to act as a primary off-grid power source or ultra-reliable backup power. GenCell is on a mission to render highly polluting diesel generators obsolete by replacing them with clean fuel cell power, in markets such as telecom, rural electrification, utilities, and automated industries.

In the spirit of Shimon Peres, for GenCell Energy the ultimate purpose is to bring reliable energy to developing nations, enabling them to overcome many of the power-related barriers that contribute to poverty and poor quality of life.

“Today, 1.1 billion people lack electricity for lighting, communications, cooking and even clean water – with 84% of them living in rural areas beyond the grid. Ultimately, GenCell technology is not just about providing low-cost power for economic development in off-grid and poor-grid areas. It’s about providing ‘power for humanity’ through rural electrification that improves education, health and quality of life,” says Reshef.

GenCell Energy will exhibit alongside other high-profile Israeli innovators with a focus on changing lives and bettering the world, including BrainStorm, a biotechnology company developing stem cell therapies,

and OrCam, an organization developing and manufacturing artificial intelligence wearables for the blind and visually impaired. The Israeli Expo is presented by the Peres Center for Peace and Innovation in cooperation with the Ministry of Economy and the Innovation Authority.

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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 (NH<sub>3</sub>) 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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