

NEWS RELEASE**BREAKTHROUGH GENCELL FUEL CELL TECHNOLOGY ADVANCES SAN DIEGO GAS & ELECTRIC'S CLEAN ENERGY LEADERSHIP**

Space Technology Keeps Batteries Charged Up To 10 Times Longer

San Diego, USA, (DistribuTECH 2017, Booth #3237) – Jan. 31, 2017 – GenCell, the Israel-based fuel cell developer and manufacturer, has announced a strategic partnership with San Diego Gas & Electric (SDG&E), a leading North American energy company. The San Diego-based energy company has been working alongside GenCell over the last year to test how fuel cells can contribute to the company's efforts to be the cleanest, safest, most reliable energy company in America.

“At SDG&E we pride ourselves on being innovative and at the forefront of applying new technology that ultimately improves the lives and communities we serve,” said Dave Geier, vice president of electric transmission and engineering for SDG&E. “When GenCell came to our team with their fuel cell innovation we immediately saw that this technology could help to advance our efforts in clean energy and continued excellence in reliable energy service.”

The partnership between GenCell and SDG&E is entering a new stage as the energy company will begin to install 30 GenCell G5rx back-up fuel cells at its substations. If the grid goes down, the GenCell G5rx fuel cell enables SDG&E substations to keep its breakers and controls in an operational mode. The GenCell G5rx will automatically charge utility back-up batteries and keep them at full power for up to 10 times longer than normal battery rooms, allowing SDG&E to quickly restore power to its customers. “We recognize that every second during a power outage is a disruption for our customers. With this technology we aim to increase the reliability of our service to customers while also driving clean energy innovation,” added Geier.

Gil Shavit, GenCell Chairman added, “We have seen many large and high profile businesses adopt our technology over the last few years, but we are particularly proud to welcome SDG&E. They are very progressive with a clear vision for what they represent, where they are going and with whom they want to partner. With significant interest across the world, it's clear that fuel cell technology will be common place among all world leading energy businesses in the future.”

Based on proven space technology and further developments by some of the world's leading energy scientists, the GenCell G5rx is a low-maintenance solution that does not emit any CO2 that can be used in both extreme environments and urban settings.

The GenCell G5rx also comes with an optional proprietary Network Operations Center system (NOC), which allows all performance monitoring and analysis to be done remotely. Producing 5kW of steady power, the fully certified GenCell G5rx hydrogen-based fuel cell is a cost effective, reliable, and more efficient energy solution than existing back-up power solutions, such as extending the battery room or using diesel generators.

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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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