

**NEWS RELEASE****EX-RAFAEL CEO & HLS VISIONARY YEDIDIA YAARI JOINS BREAKTHROUGH FUEL CELL MANUFACTURER, GENCELL**

- Joins with vision of transforming energy market for homeland security applications
- GenCell to demonstrate unique 'space' fuel cell technology at HLS & Cyber 2016 (#Outdoor)

**Petah Tikva, Israel, November 10, 2016** – GenCell, the leading Israeli-based fuel cell developer and manufacturer, today announces the appointment of ex-Rafael CEO and worldwide defense and homeland security heavyweight, VADM (Ret.) Yedidia Yaari, as its new President.

Yaari joins GenCell with over 12 years of experience in developing and supplying defense technologies to government forces around the world. Yaari will help the company to drive global adoption of its breakthrough 'space' fuel cell technology, and ensure that critical systems stay online when most needed.

Yedidia Yaari, GenCell President Comments: "As the chief of the Israel Navy, and then subsequently as CEO of Rafael, I can spot a game changer when I see one, and know how important a reliable power supply is to national security – especially to Israel. It's not a 'nice to have', it's a 'must have'.

"So I was watching GenCell for several years and saw what they have achieved, and realized the huge potential of its unique technology to revolutionize the homeland security market. Not only for critical back-up applications, but also in areas without access to the grid, providing life-changing continuous power to remote communities and first responders during disaster recovery."

Based on proven space technology used by NASA and the USSR, and further developed by some of the world's leading energy scientists, the GenCell G5Series overcomes one of the industry's biggest problems – power outages caused by security threats.

Producing 5kW of steady power, the fully certified GenCell G5 can be monitored remotely and requires very low maintenance. A clean process, the generator does not emit any CO<sub>2</sub>, heat and noise. Used in both extreme environments, urban settings and remote locations, visitors to the GenCell booth at HLS and Cyber, will learn how the GenCell's fuel cell is a more cost-effective, reliable, clean and efficient solution than existing back-up or off-grid power solutions, such as 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 (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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