

Generac Power Systems, Inc.

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February 11, 2010

Dear Generac Customer:

I am excited to announce that Generac has completed an Initial Public Offering, completing a process which started in October 2009. The SEC has approved our registration statement and today Generac Holdings Inc. (NYSE: GNRC), the parent company of Generac Power Systems, Inc., became a public company and offered shares to the public for the first time. The shares are trading on The New York Stock Exchange under the ticker symbol "GNRC."

This is a significant milestone in the company's history and we are extremely pleased with the success of our Initial Public Offering. Becoming a public company will allow us access to capital markets to fuel our growth strategies and improve our capital structure. This is an important step in taking Generac to the next level.

I would also like to take this opportunity to thank you for your business and continued support. It is through successful partnerships with our customers that we have grown and made the transition from a privately held company to a publicly traded company. Generac has been an incredibly successful company over its history and with our Initial Public Offering now completed the future promises to be even brighter!

Sincerely,

A handwritten signature in black ink, appearing to read "AJ", with a large, stylized flourish extending from the bottom right.

Aaron Jagdfeld