

"Power You Control"
30-minute program

for
GENERAC POWER SYSTEMS

DISCLAIMER

EXT. HERO HOME -- NIGHT

MCU rain hitting window. Wind is blowing. A storm is upon us.

DISCLAIMER: The following is a paid program for Home Standby Generators brought to you by Generac Power Systems.

ANNCR

The following is a paid program for Home Standby Generators brought to you by Generac Power Systems.

INT. HERO HOME -- NIGHT

MOTHER in KITCHEN cooking. DAUGHTER on COMPUTER doing homework assignment. SON playing video game on TV. FATHER walking from HALLWAY into LIVING ROOM on his way to KITCHEN.

POWER GOES OUT. We hear reactions from the family. The Father finds a flashlight.

HOST (V.O.)

When the power goes out, even if it's for just a few hours, life is disrupted. But when it goes out for DAYS or even WEEKS – life can be unbearable: No heat. No air conditioning. No refrigeration. Phones and internet stop working. And for some, no running water.

EXT. VIEW OF CITY FROM HILL

We watch as the power goes out in various sections of the city until all is dark.

HOST (V.O.)

All of the necessities of modern life – GONE.

INT. TESTIMONIALS

Series of testimonials from people who have experienced prolonged power outages – short "sound bites" – focus on:

Disruption of lifestyle and routine
Damage to my home in extreme weather (flooding and water damage)

*No clean water during prolonged power loss
Keeping home heated or cooled in a prolonged power loss
Dislike hot and humid
Lack of information in a prolonged power loss
Power outages that occur when traveling/out of town
Concerns about break-ins*

DOROTHY McCANN: The power was out um in this area for approximately 2 ½ weeks.

SUPER: "WITHOUT POWER FOR 2 ½ WEEKS"

JOHN BORELL: We had two storms here. The power was out for 7 and 8 days.

SUPER: "7-8 DAYS"

DOROTHY McCANN: The basement flooded because the sub pumps went off.

DAVID PANZARELLA: It was very hard to get food. It was hard to get gasoline.

SUPER: "HARD TO GET FOOD AND GASOLINE"

EVE HERSHKOWITZ: It's just so disruptive, um not to have power, to you know I have to stop and think about well how am I gonna manage today?

SUPER: "HOW AM I GOING TO MANAGE?"

JIM POST: Without electric, you're at the mercy of Mother Nature.

MARK VAN WINKLE: Without power you're just kinda cut off from the world.

SUPER: "CUT OFF FROM THE WORLD"

STOCK FOOTAGE of Hurricane Sandy.

HOST (V.O.) (CONT'D)
We're all aware of catastrophic storms that knock out power to millions.

STOCK FOOTAGE of downed power lines due to snow.

HOST (V.O.) (CONT'D)
Record snowfall that brings down trees
and power lines.

EXT. POWER TRANSMISSION LINES - DAY

HOST is walking toward camera, massive transmission towers
looming behind him, receding into the distance.

SUPER: Alan Hunter

HOST (CONT'D)
Maybe even something as innocent as a
squirrel shorting out a power
substation ... But no matter where we
live,

Host stops.

HOST (V.O.) (CONT'D)
the nation's antiquated electrical
grid affects us all. It's an aged and
overloaded system that's due for a 2-
trillion-dollar (673 billion)
rescue... a rescue - that nobody has
plans to make.

HOST to camera.

HOST (CONT'D)
Rolling blackouts, cascade failures -
they're only going to get worse.

INT. THIRD PARTY COMMENTARY - THE GRID

Short interview segment from ASCE spokesman or other credible
expert testifying to the issue of the nation's electrical grid.

SUPER: Dr. Gregory Reed, Director, Power & Energy Initiative

DR. GREGORY REED

The development of the grid dates back
over a century. Most of it was built up
over a half a century ago. A lot of the
equipment we rely on for infrastructure
was designed for a 40-year life
expectancy.

SUPER: 40 year life expectancy

A lot of that equipment is operating a decade or two behinds it's life expectancy.

SUPER: 10-20 years past life expectancy

So that makes quite a statement about the antiquated nature of the power grid.

GRAPHIC: Billions of dollars needed by 2020. (map of US)

We're going to have to spend literally tens of millions of dollars and so where that investment comes from is a big question.

EXT. POWER TRANSMISSION LINES

He walks up to his SUV, opens door and pauses before getting in.

HOST

So how *can* you protect your home and family from all of these uncertainties? How can you *take control* of the situation?

ANGLE ON as he gets in.

HOST (CONT'D)

The answer -- may surprise you.

Host closes door and drives off.

STOCK FOOTAGE of people lined up at gas station with gas cans.

HOST (V.O.) (CONT'D)

Millions of people with portable generators thought they were prepared for hurricane Sandy. But when they went to get gasoline to keep their generators running, they were shocked.

INT. SUV

Host to camera as he drives.

HOST

Closed gas stations. Long lines at those that were open. Even if they

were fortunate enough to get gasoline,
there were still all of the problems
inherent with portable generators:

Rough "home footage" B-ROLL of portable generators / issues.

HOST (V.O.) (CONT'D)
hauling them out and setting them up,
constant refueling, a web of
electrical cords, and limited power.

Host to camera.

HOST (CONT'D)
So what's the solution? A Home Standby
Generator, from Generac.

GRAPHIC: Real Generac Owners

INT. TESTIMONIAL HOME

Super: Greg Baeppler

GREG BAEPLER

When this last storm came through, I think it was Sandy, we were out for 7 or 8 days and we were the only ones with power. When the power goes out, there's probably about a 6 or 8 second delay and then we get a staged recovery. It takes less than a minute, but everything's on within a minute. The furnace is running. The lights are on, the TV's on, the washer, the dryer, the oven, everything. To me this generator has paid for itself several times. If I lost power right now, these pipes could very easily freeze in probably a day or two and that would cause significant damage and maybe insurance would cover it once, but I really don't wanna go through havin' my walls torn out and the pipes replaced. My family's gonna be safe and secure in my house because of this generator. That gives you that feelin' of security that to me is priceless.

EXT. HYDROELECTRIC DAM

Host.

HOST

Since 1990, the demand for electrical power has increased 400 percent *faster* than transmission capacity.

GRAPHIC: national power outage map. Chart showing 124% increase in outages since 1990.

HOST (V.O.) (CONT'D)

So it's no surprise that during that same time, power outages *increased* - by 124 percent.

Host.

HOST (CONT'D)

As the US population continues to grow, along with our expanding reliance on energy-hungry technology,

GRAPHIC: Grid Capacity vs. Power Demand dials.

...demand for electrical power will continue to out-pace the grid's capacity.

EXT. HERO HOME

TIME LAPSE of GENERAC generator outside residence. Day into night into day and so on.

HOST (V.O.)

That's where a Generac standby generator comes in. It protects your home against power outages every second of every day, all year long.

EXT. HYDROELECTRIC DAM

Host is below, DAM behind him.

HOST

It stands guard, ready to automatically supply power for your home within seconds of an outage - whether you're home or away.

GRAPHIC: Choice of Fuel: Natural Gas vs. LP

Cut to series of shots of the hassle of using a portable generator: being fueled using a gas can, moving the generator into position, hooking up electrical.

HOST (V.O.) (CONT'D)

Because it runs on either natural gas or LP, you won't have to wait in line to buy gasoline - ever. You won't have to worry about fuel going bad, or have to scramble during an emergency to hook up a portable generator. When the power goes out - you can rest assured, knowing that your Generac Generator will automatically take care of everything, allowing life to go on without interruption.

GRAPHIC: REAL GENERAC OWNERS

INT. TESTIMONIAL HOME

Testimonial commentary from Generac owner who had previous experience with portable generators. Commentary on fuel treatment, inconvenience and contrast with Generac Standby Generator.

SUPER: JERALD GRUPP

JERALD GRUPP: With the portable generators there's a lotta opportunity to do it wrong.

SUPER: JOHN BORELL

JOHN BORELL: You have to run extension cords uh either outside the home or inside the home. You have to purchase gas tanks, go out and find a gas station that's got power.

JERALD GRUPP: When people have the portable generators and they have to try and get the gasoline at that day, that's not the time.

JOHN BORELL: With the automatic generator they have the ability to decide what type a fuel that you want it to run on. You don't have to find a service station that's open to get the fuel. It's all right there. We lose power and the family you could hear everybody talking

from all the rooms, even if we're not in the same room, you hear everybody counting down and laughing and giggling. Of course, in 10 seconds the lights come on, everything powers up and you just go right back to working on the computer or watching a show or a movie.

JERALD GRUPP: The funniest thing was when the power first went off within the first 15 minutes we got phone calls from our neighbors who go, how come you still have power?

JOHN BORELL: The fact that I don't have to do anything, I don't have to remove extension cords, I don't have to walk through my whole house, unplug uh in the cold, in the rain, in the weather, it's great.

EXT. HYDROELECTRIC DAM

Host in new location - transmission lines / substation.

HOST

When the power goes out, your home is at risk.

STOCK shots of basement flooding.

HOST (V.O.) (CONT'D)

Sump pumps stop, and basements flood...

CU of kitchen faucet - drop of water forming.

HOST (V.O.) (CONT'D)

Well pumps stop, and clean, running water is no longer available.

CU of outdoor security lighting at night - not working.

HOST (V.O.) (CONT'D)

Security systems no longer provide protection.

Host to camera.

HOST (CONT'D)

But with a standby generator, all of that changes. You can bathe, cook meals, recharge cell phones -

everything you do with utility power,
you can do with Generac Power. Even if
you're away, your home is still safe,
because a Generac standby generator -
works automatically.

GRAPHIC: REAL GENERAC OWNERS

INT. TESTIMONIAL HOME

Testimonial commentary that includes severe cold weather or sump
pump story - home at risk. Contrast with feeling of security a
Generac generator provides.

DOROTHY McCANN

In this area we lose power a lot but
especially after Hurricane Irene. I lost
everything in my basement. When the power
went off, the sub pumps stopped and the
basement filled with water.

SUPER: DOROTHY McCANN

Without a generator attached to the house,
you and you have sub pumps in the basement;
you lose all your freedom. You can't go
out. You can't travel with a confidence
because if the lights go out your
basement's gonna flood. My experience with
the standby generator now has been
absolutely fabulous. I don't have to worry.
When the electric goes off, the generator
kicks in and no difference at all. In a
minute, everything goes back on and starts
working and that's it. Two days ago I went
to leave for work and I walked outside and
baboom, a transformer blew. 30 seconds
later, [MAKES SOUND EFFECT] the Generac
generator started, closed the door and I
went to work with confidence because I knew
my basement wouldn't flood because I can
rely on it 150%.

EXT. HYDROELECTRIC DAM

Host.

HOST

Generac has been building generators right here in the USA since 1959. They started the Home Standby category. Today, Generac is the number one brand of Residential Standby Generators *in the world*. And for good reason.

B-ROLL from Generac. Exterior shot of Headquarters, engineering CAD and R&D, assembly lines.

HOST (V.O.)

Generac designs and builds its generators from the ground up -- engines, alternators, electronics, switches -- *everything* purpose-built and precisely optimized for reliable, efficient operation.

Host.

HOST (CONT'D)

This can't be said for other brands of generators. Only Generac purpose-builds standby generators that have become an industry benchmark.

GRAPHIC: 7 out of 10 consumers choose Generac

INT. TESTIMONIALS

Series of short "sound bite" testimonials from Generac owners.

MARK VAN WINKLE: To have a standby generator is is so much uh more comforting and reassuring knowin' that things are gonna be fine.

JIM POST: With a generator, it's just a normal day. It kicks on, ya just keep goin'.

RICHARD VANHORN: It just that automatic comes on, automatically turns off.

JOHN BORELL: If we were away on vacation, I didn't have to worry about coming home to frozen pipes in my home, water damage.

GREG BAEPLER: That gives ya that feelin'

a security that to me is priceless.

EVE HERSHKOWITZ: I pretty much tell everybody, get a generator. I really do.

DAVID PANZARELLA : It's one of the best investments I've ever made in this house.

Angle

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HOST (CONT'D)

The time to buy a standby generator
(beat)

- is when you don't need it. It's human nature to put things off until it's too late. When the power goes out - *it's too late*. Here's how you can do something about that...

(end Pod ONE)

CTA - SUPER 800 number and URL throughout

EXT. HERO HOME

GRAPHIC: Control your Power. Control Your Life™.

ANNCR

Control your power and your life, with a Generac Automatic Standby Generator.

Combination of GRAPHIC ANIMATION / LIVE ACTION B-ROLL demonstrating the generator process.

ANNCR (CONT'D)

If utility power is interrupted, the generator detects the problem, and automatically provides continuous power in a matter of seconds. When utility power is restored, it automatically shuts off and returns to standby mode - ready and waiting to protect your home and family the next time utility power fails.

B-ROLL of dealer being greeted by homeowners.

SUPER: 24/7 support by 5,000 dealers nationwide

ANNCR (CONT'D)

And right now, you can schedule a free in-home assessment by one of Generac's nationwide dealers. There is absolutely no cost and no obligation to buy anything. Call or go online now to schedule your free assessment.

Dealer with couple. CU iPad process.

ANNCR (CONT'D)

A Generac dealer will help you size a generator system that meets your individual budget and specific needs, and with our 12 Month Special Financing or our Reduced Rate APR and Payment options available on the Generac Credit Card, we can provide choices to meet your individual needs.

Bottom of the Screen

*Financing subject to credit approval. Minimum monthly payments required. Call 1-800 XXX-XXXX for details.

Dealer with couple outside of home determining generator location.

discuss installation,

Printing out estimate on site.

ANNCR (CONT'D)

and provide you with a comprehensive written estimate.

B-ROLL of dealer with couple reviewing their estimate.

SUPER: 5 YEAR WARRANTY \$495 replace with FREE

ANNCR (CONT'D)

And because Generac engineers and designs the entire system, installation is simplified, saving time and money. And for a limited time, you can get Generac's five year full-coverage warranty, a \$495 value – absolutely FREE. That's five years of 100% coverage at no cost.

Mobile Link.

SUPER: \$279 replace with FREE.

ANNCR (CONT'D)

You'll also get the new Mobile Link remote monitoring system with one year of monitoring service coverage – regularly \$279 – FREE. Receive text or email notifications, check your generator status – all from your computer, tablet or smartphone.

GRAPHIC: List of offer and total value of \$774

ANNCR (CONT'D)

You'll get the full-coverage 5 year warranty, along with Mobil Link monitoring and one year of service – a total value of \$774 – absolutely FREE.

B-ROLL of estimate process.

ANNCR (CONT'D)

To qualify for this special offer, you must schedule your in-home assessment now. Call the toll-free number on your screen or go online to PowerYouControl.com .

GRAPHIC: Starting at just \$1899! Easy financing available! Limited Time Offer – ACT NOW!

Standby Generators start at just \$1899 for our Guardian PowerPact 7kw unit. If you purchase the Guardian PowerPact on the Generac Credit Card with the Reduced 9.99% APR and Fixed Monthly Payments of 1.25% of promo purchase until paid in full promotion your fixed monthly payment would be \$24 dollars a month for 130 months with a total of payments of \$\$3,120. A \$29 account activation fee will apply.

For a more robust solution you can purchase our Guardian 14KW for \$2,999. If you purchase the Guardian 14KW unit on the Generac Credit Card with our Reduced 9.99% APR and Fixed monthly payments of 1.25% of promo purchase amount until paid in full your fixed

monthly payment would be \$38 dollars a month for 130 months with a total of payments of \$4,940. A \$29 account activation fee will apply.-
But hurry this is a limited time offer. You must act now!

GRAPHIC ANIMATION of product line.

ANNCR (CONT'D)

From powering a few appliances to complete whole-house systems, only Generac has a power backup solution that will meet every budget ..

B-ROLL of Hero Family inside home. Cut to outside of home - rain and wind.

ANNCR (CONT'D)

..and provide the peace of mind that comes from knowing *that* you control the power, no matter what's happening in the world around you.

end CTA

Pod TWO

INT. SUV

Host to camera as he drives.

HOST (V.O.)

At the heart of every generator - is an engine. But not all engines are created equal. A car engine - is built to meet the demands of driving. A generator engine - has a completely different job to do.

INT. GENERAC

Engineering / CAD and ASSEMBLY shots.

HOST (V.O.)

That's why Generac engineers and builds its own engines - right here in the United States. Generac's overhead valve V-Twin is designed *specifically* for generator use.

INT. SUV

Host to camera as he drives.

HOST

It's called "purpose built" - and it makes all the difference in the world when it comes to performance, reliability, and longevity.

B-ROLL of manufacturing.

HOST (V.O.) (CONT'D)

Generac also purpose-builds its own alternators, which are designed for maximum power output and quiet performance. In fact, ALL of the generator's sub-systems - from fuel delivery to switches and electronics - are designed and built in-house. Other manufactures use off-the-shelf components and package them together. Generac, on the other hand, purpose-builds generators to meet the specific demands of backup power generation.

GRAPHIC: Real Generac owners

INT. TESTIMONIAL HOME

Testimonial commentary from Generac owner. Overall story about the many positive benefits of owning a Generac generator.

DAVID PANZARELLA

In 2011 we had a really bad snowstorm and we were outta power for 6 days and we couldn't find a hotel to go to that would accommodate the family and the dog. We hundreds of dollars worth of steak and hamburgers and things like that that we had in our freezer downstairs and once Hurricane Sandy hit in this area it was very very traumatic for everybody, but thanks to the Generac 20-kilowatt generator that we have, we you know we barely notice it. We have heat. We have air conditioning, we have all of

it. The world around us was very chaotic but in our home we were felt very safe and secure. I'd be more than happy to buy, buy it again. You know it's it's one of the best investments I've ever made in this house.

EXT. DRIVING

Host continues.

HOST
Rigorous quality control further assures you that Generac IS the brand of choice.

B-Roll of QC process and function test.

HOST (V.O.) (CONT'D)
In addition to continuous engineering validation, every generator passes a 100% full function test before it leaves the factory.

Host.

HOST (CONT'D)
And once a week, your generator performs a 10-minute self-diagnostic test that keeps the system in top shape

B-Roll of diagnostics test. CU LED alerts.

HOST (V.O.) (CONT'D)
and alerts you if it needs maintenance.

Host.

HOST (CONT'D)
So when the time comes, you *know* you'll be able to rely on your generator - because it's a Generac.

GRAPHIC: 7 out of 10 consumers choose Generac

INT. TESTIMONIAL HOME

Testimonial commentary from a long-time Generac owner who speaks to the consistent reliability of a Generac generator.

DOROTHY McCANN: It's a great product. It gives you security. It's reliable.

GREG BAEPLER: The reliability's 100%.

JOHN BORELL: I've never had a problem with it failing us. I've never have.

JERALD GRUPP: The self test run, it turns on the motor, runs it, makes sure's everything's lubricated.

JOHN BORELL: It checks the battery, it checks all the circuits. It tells you if there's something wrong, it's very it's very good.

RICHARD VANHORN: For us, who are in our senior citizens, uh it's that extra assurance that everything is gonna work when I need it.

EXT. LOCATION TBD

CU enclosure.

SUPER: Aluminum, Rust -Resistant Steel, Weather Resistant, Durable

HOST (V.O.)

Because the enclosures are either all-aluminum or rust-resistant steel - not plastic - they're highly weather-resistant, extremely durable and will look great for years to come.

Wind tunnel test footage. Super: Up to 150 mph winds

HOST (V.O.) (CONT'D)

They've been designed and built to withstand winds of up to 150 mile per hour.

B-ROLL showing opening of enclosure and maintenance.

HOST (V.O.) (CONT'D)

And provide quick access to the generator for ease of service and maintenance.

Host Driving.

HOST (CONT'D)

Thoughtful, intelligent design and quality construction. It's no surprise

that Generac is the number-one selling home backup generator.

GRAPHIC: 1,000,000 GENERAC GENERATORS IN THE U.S.

INT. TESTIMONIALS

Series of short "sound bite" testimonials from Generac owners about ability to locate 18" from home, ease of access, durability of enclosure, low profile and look.

JERALD GRUPP: The enclosure's aluminum. I don't have to worry about it. It self-tests. I don't have to worry about it.

GREG BAEPLER: The whole package, you look at it, it's a very attractive uh unit. It's the same color in my case as the house.

DAVID PANZARELLA: We had a little pad built. We put the generator on it. It hooked right into our um natural gas line.

DOROTHY MCCANN: So it's a really easily maintained, high performance, great generator. I love it.

JERALD GRUPP: Generac really has thought through the design and engineering on their products.

EXT. POWERLINES

Host.

HOST

Since 1980, weather-related disasters around the world have more than tripled. Names like "Sandy" and "Irene" bring back troubling memories.

GRAPHIC: 2011 Severe Storms graph. Super: \$50 billion in damages

B-ROLL of hurricane Sandy, Irene and other natural disasters (tornados, snowstorms, fires, etc.) The focus should be downed power lines. *NOAH

HOST (V.O.) (CONT'D)

In 2011 alone, 12 severe storms created more than 50 billion dollars in damage – more damage than all the storms from the 1980's *combined*. Whatever the cause, the severity and unpredictability of weather has changed – for the worse. Not surprisingly, weather-related power outages have changed – both in frequency and duration. Prolonged power outages are increasingly more the norm.

Host.

HOST (CONT'D)

When events like these happen, a standby generator allows you to remain comfortably at home. The alternative? A total disruption of your life.

GRAPHIC: REAL GENERAC OWNERS

INT. TESTIMONIAL HOME

Testimonial commentary from Generac owner speaks to avoiding disruption of life.

EVE HERSHKOWITZ

When I lived in north Jersey we had a well and septic and we had Hurricane Floyd. I think that was 1999. We were without power for five days. That meant you had no water in the house. No water, no toilets flushing, so that was really horrible. When it got dark, my neighbor said she felt like a farmer. When it got dark you went to bed. When it got light you got up again. I pretty much tell everybody, get a generator. I really do. I have my generator uh installed since January of 2012. It's a whole house standby generator. You know at first I was thinking of getting something smaller but then the idea of having to cherry pick that the refrigerator would work but then like I can't get outta the house because the garage doors aren't connected to it, uh it just seemed easier to have everything connected.

I wouldn't have to worry that if there's a summer hurricane that I, the air conditioning wouldn't work or in the winter the heating wouldn't work. This way, everything is connected. I don't have to worry about it. It was just very reassuring to know that the generator was running. I had power in the house um it didn't really matter what was going on, outside. The house was still intact and I could do everything I needed to do.

EXT. USCRN WEATHER STATION

Host walks up to his SUV and gets in.

HOST

You can't control the weather. You can't control what happens to the nation's electrical grid. But with a Generac Generator, you can control what happens in your own home.

SERIES of SHOTS of Generac products, installations.

HOST (V.O.) (CONT'D)

Generac builds generators for industrial and commercial applications, as well as residential. They offer more generator solutions than any other manufacturer.

Host to camera.

HOST (CONT'D)

All of this knowledge goes into making your *residential* generator a state-of-the art backup system designed to perform under the harshest, most demanding conditions.

Host starts SUV.

SUPER: This is a paid program brought to you by Generac Power Systems.

HOST (V.O.) (CONT'D)

After all, isn't that when you really need backup power? (3:48)

Host drives off.

CTA - SUPER 800 number and URL throughout

POD THREE

EXT. TIMES SQUARE

Host to camera as he walks in Times Square.

SUPER: Alan Hunter

HOST

We live at a time when electricity is more important than ever. It touches virtually every aspect of our lives. A hundred years ago, electricity was a novelty for most Americans. Today, it's an integral part of our everyday world. Think of all the things in your home that rely on electricity... Computers, refrigerators, microwave ovens, televisions, cell phones... it's a long list. Even if a power outage lasts for just a few hours - it's never convenient.

GRAPHIC: REAL GENERAC OWNERS

INT. TESTIMONIAL HOME

Testimonial from Generac owner who relies on power backup because of a medical need - equipment, refrigerated storage, etc.

JERALD GRUPP

With our older son being disabled, when the power goes off in the summer, it gets hot and there's not a lotta ways he can reduce his temperature. For us to get outta the house or to be able to escape the house and go somewhere else, our options are limited. I had had the manual generator before and you had to choose which breakers were on or off or which circuits were on or off and that's we had to do that manually. We had to start it manually. The Generac unit makes it very easy, there that's not, you don't have

to think about it. Things you would normally do, we can do and we can we can keep going. All year round we can run the house off of the generator. Having a automatic standby generator has worked very well for me.

EXT. TIMES SQUARE

Host to camera as he walks. ASCE report.

GRAPHIC: US Map, Billions of dollars needed by 2020

HOST

According to the American Society of Civil Engineers, unless hundreds of billions of dollars are invested in the nation's electrical grid by two thousand and twenty, the system will ultimately break down. In fact, they evaluated and graded our grid, and they gave it a D+ grade.

GRAPHIC ANIMATION showing the evolution of the nation's power infrastructure.

HOST (V.O.) (CONT'D)

The grid dates back to the late 1800's - expanding haphazardly over the next century into the current patchwork of power plants, transmission lines and transformers of widely varying age, condition and capacity.

Host to camera as he walks.

HOST (CONT'D)

It's a system that's already faltering, and headed for failure. So what's being done about all of this?

INT. THIRD PARTY COMMENTARY

Short interview segment from ASCE spokesman testifying to the eventual collapse of a system unless investment is not made in the magnitude of billions of dollars.

SUPER: Dr. Gregory Reed, Director, Power & Energy Initiative

DR. GREGORY REED

That plan to come up with overall national strategy is really not in place. We haven't really looked as proactively as we should be at a national strategy. I think we are many decades away at this pace from achieving a highly reliable system. In the meantime, we're going to continue to see frustration from consumers in terms of the amount of outages they're experiencing in the grid and the prolonged nature of how long those outages take to repair and restore.

GRAPHIC: 7 out of 10 consumers choose Generac

INT. TESTIMONIALS

Series of brief testimonial comments from Generac owners about their own experiences with Blackouts/Brownouts - i.e. and the reassurance they feel having Generac backup power.

JOHN BORELL: We had a blackout uh for a couple of days with New York and the whole East Coast was affected.

DOROTHY McCANN: Lights are out. There's nobody has any power, people are looking in a panic.

RICHARD VANHORN: Weather is changing all the time and uh storms can come up very quick.

GREG BAEPLER : When the trees come down, the lines come down. So it's not unusual at all for a summer storm to trigger a power outage.

EXT. LOCATION TIMES SQUARE

Host walks and sits.

HOST

Weather-related disasters capture more attention, because of the destruction of property and unfortunate loss of life. Some of these events happen with very little warning, at all times of the year.

GRAPHIC AND SERIES of SHOTS from the July 2012 derecho windstorm.

HOST (V.O.) (CONT'D)

In the summer of 2012, a massive linear windstorm - called a "derecho" - rapidly swept across 600 miles of the U.S. - from Northwestern Indiana to the Atlantic Ocean - in less than 11 hours - taking communities by surprise, killing 22 people, and leaving more than 4.3 million without power, in sweltering heat, for up to a week.

Host.

HOST (CONT'D)

We used to call events like this "100-year storms." But these days, 100-year storms - seem to be an annual event.

GRAPHIC: 1,000,000 Generac Generators in the U.S.

INT. TESTIMONIAL HOME

Testimonial from Generac owner who went through the power outage caused by the 2012 derecho windstorm.

DONNA & MARK VANWINKLE

MARK: We keep track of how often the power goes off and as of last Saturday the power was off for the seventh time. The storm in June 29th of 2012 we lost over \$600 worth of food from the freezer and the refrigerator.

DONNA: We had no landline telephone to reach anybody. We have pretty bad cell service out here, so we weren't able to reach anybody with our cell phones either. So um it it was pretty scary.

MARK: Without power you're just kinda cut off from the world.

DONNA: At that point we said we said we'd been wanting to get a generator. This is it. We're going to this time.

MARK: Procrastinating uh about buying a generator uh it it it hurt us. It cost us money uh because we lost a lotta food from that June 29th storm.

DONNA: This generator has really been a relief for us.

MARK: Now when the storms come and the winds blow and the lightning crashes uh and then the power goes out, we just kinda say to ourselves, wait for it and 10 seconds later we hear the generator start and then 10 seconds later we got power and we said, okay, everything's back to normal.

EXT. TIMES SQUARE

Host walks and talks.

HOST

Protecting your family from the disruption and risks of power outages is not only fairly simple, it's also a lot less expensive than most people imagine. And our Special 12 Month Financing or Reduced APR and Fixed Monthly Payment financing on your Generac credit card can assist fitting the purchase into most budgets.

Bottom of the Screen

*Financing subject to credit approval. Minimum monthly payments required. See store for details.

Sure, you can survive without electrical power. People have done it for centuries.

But why would you want to? Every second of every day, your Generac generator stands guard over your home – whether you're there or not – ready to automatically supply power within seconds of a utility outage.

As the nation's electrical grid continues to degrade,

with super-storms and climate change on everyone's mind, it makes sense to at least investigate the option of a home standby generator.

Of course, the time to do that is now, when your lights are on, the phones

are working and the computer has power...

because you never know when that might change.

Generac Power Systems thanks you for watching.

INT. TESTIMONIALS

Series of brief testimonial comments from Generac owners about the priceless quality of peace of mind, knowing that their families are protected.

EVE HERSHKOWITZ: I pretty much tell everybody, get a generator. I really do.

DAVID PANZARELLA: It's one a the best investments I've ever made in this house.

MARK VAN WINKLE: We really like our Generac.

DOROTHY McMANN: It's a great product. It gives you security, it's reliable.

JOHN BORELL: If we we're away on vacation, I didn't have to worry about coming home to frozen pipes in my home, water damage.

JIM POST: With a generator, it's just a normal day. It kicks on, ya just keep goin'.

RICHARD VANHORN: It just that automatic comes on, automatically turns off.

GREG BAEPLER: That gives ya the feelin' of security that to me is priceless.

JERALD GRUPP: There's an old saying that says failing to plan is planning to fail.

DISCLAIMER: This is a paid program brought to you by Generac Power Systems.

JIM POST: Don't wait 'til it, 'til trouble's upon ya. Do it now.

GREG BAEPLER: The best time to buy a generator is yesterday.

CTA - SUPER 800 number and URL throughout

EXT. BACKGROUND PLATE

DISCLAIMER: The preceding was a paid program for Home Standby Generators brought to you by Generac Power Systems.

ANNCR

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