



FOR IMMEDIATE RELEASE

September 1, 2009

Contact:

Neil Olsen
VP Marketing
Generonix Inc.
Tel: (866) 464-4963
nolsen@generonix.com

GENERONIX TO SHOWCASE *SUREREACH 2000* AT OSP EXPO 2009 in MINNEAPOLIS

An advanced look at new features and packaging for network line powering of Fiber to the Premise solutions without local batteries

Rochester, NY (September 1, 2009) – Generonix will provide an advance look at the soon-to-be released SureReach 2000 series product line incorporating new customer requested features for testing and packaging, along with innovative line power enhancements, including a “switchable” selection between local commercial derived power and network line power that reduces service provider cost while increasing service reliability. The OSP EXPO provides the perfect venue for outside plant professionals from the ILEC, CLEC and IOC communities serving the converging telecom industry to view solutions, products, and technologies for broadband network deployment of today and tomorrow.

SureReach environmentally hardened voltage converters provide 24 x 7 power to fiber-to-the-home (FTTH) Optical Network Terminal (ONT) devices, cell sites, intelligent traffic system (ITS) sensors, and other outdoor network devices. Network Line Power (NLP) is a lower-cost long-term solution than using local batteries and metered AC power, and is the only technology that can provide unlimited duration of back-up service during ice storms, hurricanes, firestorms or other events lasting more than a few hours. The savings in installation cost, battery replacement and recycling cost and service truck-rolls result in rapid payback.

The new products build on the SureReach product line deployed since May, 2008, will incorporate customer recommendations on packaging (including new display LED's), circuitry for remote status monitoring, and a tamper-resistant enclosure that reduces installation time and costs. The small craft-friendly 13 oz. unit is designed for mounting on the outside walls of a home or building, and can also be installed at any outside plant location, such as a cell site, a telephone pole, or in a cabinet.

SureReach uses patent pending technology to convert reliable network line power to 12 or 48

VDC at up to 55 Watts to power ONTs without the need for local batteries or expensive installation charges. It has been tested, field trialed, and deployed with ONTs from most major equipment providers. Its new patented “switchable” version automatically switches between local AC commercial power and telephone company supplied Network Line Power. SureReach also is a solution where there is no AC power such as in remote rural locations, or where there is no shared local AC power, such as multi-dwelling units (apartments, condo’s, etc.), and for sites requiring rugged power converters.

Designed to meet the safety requirements of UL listing, FCC approval, “Made in America” and “Buy America” guidelines, SureReach 2000 will support service providers seeking ARRA and Broadband RDUP (RUS) funding (\$7.2B), as well as potentially tapping into ARRA funding for networks deploying the “Smart Grid” (\$4.2B) technologies.

###

About Generonix Inc.

Generonix Inc. is a Rochester, NY based telecommunications equipment design and manufacturing company that develops and sells products that provide affordable digital services by creatively using the existing network infrastructure. Its patented Generonix™ product lines deliver reliable power and high bandwidth advanced DSL or fiber based connectivity for outdoor network deployments, and network line power to homes and offices for FTTH and FTTP networks. For more information, please visit www.generonix.com or info@generonix.com.

SureReach is a trademark of Generonix Inc.