



FOR IMMEDIATE RELEASE

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GENERONIX ANNOUNCES THE *SUREREACH 2000 SERIES* - MADE IN AMERICA NETWORK LINE POWER PRODUCTS THAT SUPPORT “GREEN-POWER” FOR VOICE, DATA AND VIDEO SERVICE IN ADVANCED FIBER-TO-THE-HOME TELECOMMUNICATIONS NETWORKS

Rochester, NY (November 9, 2009) – Generonix today announced the release of the *SureReach* 2000 series product line which offers innovative line power solutions, including a new “switchable” device for fiber-to-the-home telecommunications networks that is reliable, low-cost and “green,” having the potential to save the recycling of over one billion customer premises batteries over 20 years.

SureReach environmentally hardened voltage converters provide 24 x 7 power to fiber-to-the-home (FTTH) Optical Network Terminal (ONT) devices, cell sites and other outdoor network devices. This is a lower-cost long-term solution, and is the only technology that can provide unlimited duration of back-up service during ice storms, hurricanes, firestorms or other events lasting two weeks or more. The savings in installation cost, battery replacement and recycling cost and service truck-rolls result in rapid payback.

Building on the *SureReach* product line deployed since May, 2008, the new products 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. Its new-patented “switchable” version automatically switches between local AC commercial power a telephone company supplied Network Line Power. *SureReach* also is a solution for places that have no shared local power, such as multi-dwelling units (apartments, condo's, etc.), and for sites requiring rugged power converters.

Meeting the safety requirements of UL listing, FCC approval, “Made in America” and “Buy America” guidelines, SureReach 2000 supports 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.

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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.