



FOR IMMEDIATE RELEASE

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***Generonix SureReach 2000* achieves Rural Utility Service (RUS) Acceptance**

RUS listing enables service providers to access funds to speed deployment of advanced, reliable, and green FTTH broadband services to US rural communities

Rochester, NY (March 17, 2010) – Generonix, a Rochester, New York based high technology company and leading provider of network line power solutions announced today that its SureReach 2000 product has received Rural Development (RD) Telecommunications acceptance from the Rural Utilities Service (RUS) division of the United States Department of Agriculture (USDA). SureReach 2000 allows Fiber-to-the-Home (FTTH) communications service providers to power broadband equipment at the home, multi-dwelling unit, and business with reliable, low cost, and green energy. RUS acceptance allows communication service providers in “rural and underserved” communities throughout America to purchase Generonix SureReach 2000 using RUS funding.

SureReach 2000, recently released for general availability, is a low-cost “smart” power converter specifically designed to deliver telco-quality power to outside fiber, DSL, and wireless communication electronics in the new fiber optic networks while leveraging the existing copper network. SureReach 2000 is a highly reliable means of powering optical network terminals (ONT’s) in residential single-family units, multiple-family units, and cell sites using Network Line Power (NLP) to provide power over existing copper pair lines. When a service provider selects SureReach 2000, their customers avoid hazardous-battery recycling, power outlet installations, intrusive service visits, and having to test their local battery system once a week. The service provider saves on installation, battery replacement/recycling, and maintenance truck-roll costs that come with alternate UPS solutions.

“Our customers have installed SureReach in FTTH networks for over two years, and it has been providing power reliably ever since”, said Jack Cotton, VP of System Engineering at Generonix “NLP was not only easier to install than a UPS, but there are no battery replacement issues: telephone companies don’t have to get into the hazardous lead-acid battery replacement business. And their customers are very happy not to be expected to test the UPS weekly. Several have told us, that one of the best benefits of NLP was not to have to check out an alarm

every time a customer tripped a circuit breaker, or deal with a “flood” of alarms when the power fails in a neighborhood or town. It not only converts a headache for operations to a smooth incident-free service, but it allows remote management of power: carriers can power off and on an ONT with the click of a button on a web page, resetting ONTs, without having to roll a truck. In some networks, saving a single truck roll pays for the cost of the system itself.”

On February 15, 2010, Generonix received notification from the USDA that the Technical Standards Committee "A" – Telecommunications has determined that SureReach is “acceptable” for use on telecommunications systems of Rural Utilities Services (RUS) borrowers, and for listing in the List of Acceptable Materials. The RUS acceptance provides access to loans to finance rural America’s telecommunications infrastructure. The RUS listing for SureReach, deployed over two years in rural networks, now give services providers access to loans and grants to deploy reliable, low-cost, and green power for broadband services for their rural customers.

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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.

About Rural Utilities Service (RUS)

RUS is part of the United States Department of Agriculture (RSDA). The Rural Utilities Service “provides programs to finance rural America's telecommunications infrastructure. The Broadband Loan program provides loans to fund the costs of constructing, improving and acquiring facilities to provide broadband service to eligible rural communities.” The RUS administers a technical acceptance process that evaluates products for suitability of deployment in rural communities and for “Buy American” content provisions before including them in their “List of Acceptable Materials”. Upon receiving this acceptance the listed products are qualified to receive RUS financing. As part of their duties, the RUS is responsible for the \$2.5 billion Broadband Initiatives Program (BIP) from the American Recovery and Reinvestment Act (ARRA), which is designed to encourage telecommunication services in rural or under-served areas by awarding grants and low-cost loans to rural Independent Operating Carriers throughout the United States. For more information see <http://www.usda.gov/rus/>