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GENERONIX, ONTARIO & TRUMANSBURG TELEPHONE COMPANIES AND FINGER LAKES TECHNOLOGIES GROUP GO LIVE IN PHELPS WITH MUNICIPAL WI-FI

Rochester, NY (February 20, 2008) – Generonix, a Rochester, New York based high technology start-up company, in conjunction with Ontario and Trumansburg Telephone Companies and Finger Lakes Technologies Group, has launched a field trial of the *CopperReach* product, a revolutionary device that provides network power and Ethernet backhaul for Wi-Fi access points, surveillance cameras and other field mounted electronics. After successful laboratory testing with a large local telephone company, Generonix has moved to a real world application in Phelps, NY. The trial will demonstrate *CopperReach*'s ability to power and provide Ethernet backhaul for a Wi-Fi hotspot using the legacy copper network.

CopperReach will allow local telecommunications companies to deploy new revenue generating services such as Wi-Fi and surveillance camera networks using their existing copper networks. The product uses an emerging “plug and play” technology that eliminates the hassle of negotiating for commercial power and the high cost of laying fiber optic cable when deploying Wi-Fi networks or surveillance cameras. *CopperReach* can also be used to provide reliable network power to any field-mounted device requiring 48vDC power.

Generonix has benefited largely in part by support it has received from the Rochester business community. The company was awarded as a finalist in the Annual Rochester High Tech Business Plan Competition in 2007.

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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. Generonix develops and markets products which enhance the profitability of existing copper networks and has so far researched, patented and developed telecommunications products that address these opportunities. For more information, please visit www.generonix.com or write us at info@generonix.com.

CopperReach is a trademark of Generonix, Inc.