

## June 2009—Kohler press release

### *Kohler home standby generators rate high among U.S. builders*

Builder magazine announces Kohler ranks first in the stationary generator brand study, included in Top 50 Most Requested Products

Kohler, Wis. • June 2009 • In a 2009 independent brand use study conducted by Builder magazine among more than 3400 U.S. builders, Kohler was rated the highest quality brand of home standby generators. KOHLER home generators were also noted as the most recognized and most used brand among this same group of builders.

As part of Builder magazine's annual "most requested products" report, KOHLER home generators were also among the top 50 most requested products by builders in 2008, earning Kohler the "Favorite 50" recognition. Both the brand study and the "Favorite 50" report are featured in the June 2009 issue of Builder magazine, a Hanley Wood publication.

"The KOHLER brand has been highly recognized among builders in the kitchen and bath category for decades, and for the last several years, KOHLER home generators are also gaining popularity and respect in this emerging standby power category," said Dan Giampetroni, Marketing Manager.

Last year, the KOHLER Model RSB Intelligent Transfer Switch was named a "Most Valuable Product of 2008" by Building Products magazine, another Hanley Wood publication and premier information source for builders and remodelers. The KOHLER Model RSB Intelligent Transfer Switch, introduced in 2007, combines a home's electrical load center with an automatic transfer switch for a standby generator into a single package, allowing builders to build every-home generator-ready and eliminate the need for additional installation and wiring of a second distribution panel.

Kohler Power Systems is part of Kohler Co.'s Global Power Group. Within this group, Kohler manufactures gasoline engines from 4-40 hp and diesel engines from 6-65 hp, marketed worldwide under the brands Kohler and Lombardini. Kohler Power Systems manufactures generators (marine, residential, industrial and mobile) up to 3250 kW, marketed worldwide under the brands Kohler Power Systems, and SDMO. The group's Kohler Rental business provides temporary power, climate control and luxury restrooms to the industrial, commercial, disaster recovery and event markets throughout the U.S.

Founded in 1873 and headquartered in Kohler, Wisconsin-USA, Kohler Co. is one of the oldest and largest privately-held companies in the United States. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation system, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations.

**KOHLER**®