



Press Release

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Regal Beloit Rebrands Its GE ECM, GE Commercial Motors and GE Capacitors Businesses as Genteq™

New brand and identity communicate innovation, vision

FORT WORTH (February 24, 2009) – Regal Beloit (NYSE:RBC) announces the rebranding of its GE branded businesses under the name Genteq™, for markets that include residential and commercial HVAC equipment and electrical applications that utilize capacitors.

When Regal Beloit acquired General Electric's Commercial and HVACR Motors and Capacitors businesses in 2004, it also acquired the rights to use the GE brand through 2009. With this rebranding, the Genteq logo will take the place of GE ECM, GE Commercial Motors, and GE Capacitors logos on all branded products, sales and marketing materials, web sites, communications documents, signage and other related items beginning immediately, with complete phase-in completed by December 31, 2009. Some aftermarket products will phase-in over the next few years.

This rebranding reflects the company's reputation for innovation and speaks to the future, according to Paul Selking, HVAC industry leader. "We want to assure customers that this rebranding is an exciting, progressive step," he said. "Genteq will continue providing unparalleled service and developing the progressive, innovative HVACR solutions for which this company has always been known."

The name Genteq combines the root “gen,” referencing new beginnings (genesis) and ingenuity, with “teq,” showing a continued passion for the newest technology and a unique, innovative approach to problem solving. The contemporary Genteq logotype is accompanied by a distinctive blue logo that displays converging paths, giving it a technical look. The strong left to right direction of the paths reflects a flow of air and energy. The paths converge to represent Genteq’s commitment to forming a strong relationship with every customer.

Regal Beloit (NYSE:RBC) is a leading manufacturer of mechanical and electrical motion control and power generation products serving markets throughout the world. Regal Beloit is headquartered in Beloit, Wis., and has manufacturing, sales, and service facilities throughout the United States, Canada, Mexico, Europe and Asia. For more information, visit the company’s website at jointhegeneration.com.

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