



NEWS RELEASE

FOR RELEASE ON OR AFTER: February 27, 2009

"At the Heart of What Drives Your World"

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GENTEQ™ LAUNCHES GENTEQCOMFORT.COM CONSUMER SITE

Web site educates homeowners about home comfort

February 27, 2009 (Beloit, WI): Genteq™, a division of Regal Beloit Corporation (NYSE:RBC), has launched GenteqComfort.com, devoted to educating homeowners about home comfort options and familiarizing them with the Genteq™ brand.

"Homeowners often just live with draftiness or other comfort issues in their homes, without realizing all the options available to address home comfort," says Paul Selking, HVAC industry leader at Regal Beloit. "Our goal is to educate homeowners about the most recent innovations in home heating and cooling, and what that can mean for home comfort."

GenteqComfort.com defines and explains the terminology and infrastructure of which every homeowner should be aware, including variable-speed blower motors, ductwork, HEPA filters, energy recovery ventilators and zone controls/thermostats. In so doing, consumers learn about HVAC options and can troubleshoot common issues in their homes:

- Hot and cold spots throughout the house
- Draftiness
- Dry air and static electricity
- Air quality/allergens
- High utility bills

The highly interactive new web site engages and educates homeowners with quizzes and calculators that guide them through issues critical to home ownership:

- **Comfortometer** - Helps the homeowner determine whether the home is at optimum comfort
- **Going green** - Shows the homeowner how to save money room by room by making a few eco-friendly adjustments
- **Retrofitting your home to be more comfortable** - Presents ideas for adjustments that make a home more comfortable
- **New construction decision-making** - Details issues and solutions important to those building a new home
- **Home energy footprint** - Calculates a homeowner's carbon footprint

For more information, visit Genteq's™ website at jointhegeneration.com.

Regal Beloit Corporation is a leading manufacturer of electrical and mechanical motion control and power generation products serving markets throughout the world. Regal Beloit is headquartered in Beloit, Wisconsin, and has manufacturing, sales, and service facilities throughout North America and in Mexico, Europe and Asia.

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