



# NEWS RELEASE

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*"At the Heart of What Drives Your World"*

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## **REGAL BELOIT REBRANDS ITS GE ECM, GE COMMERCIAL MOTORS AND GE CAPACITORS BUSINESSES AS GENTEQ™**

February 27, 2009 (Beloit, WI): Regal Beloit Corporation (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 licensed 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 at Regal Beloit. "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. For more information, visit the Genteq™ website at [jointhegeneration.com](http://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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