



## Reliability Has Always Paid. Now it Pays in Cash.



### Who Can Benefit?

- Retail Centers
- Restaurants
- Convenience Stores
- Supermarkets
- Distribution Centers

**If You're Thinking About  
A Backup Generator,  
You Can't Afford To  
Miss This Opportunity**

## Genbright's Generator Program

**What Genbright Does:** Genbright helps our customers generate cash from on-site generation by installing new or upgrading existing generation to be "smart grid-ready" and then managing these assets in the (customer's) wholesale and retail energy markets. The money and savings from these opportunities will result in a 100% payback of the cost of new back-up generation, plus additional energy cost savings.

**Our Partnership with NRG:** Through a unique partnership with NRG, a Fortune 500 company that owns and operates over 50,000 MWs of electricity generation, Genbright works with its local, established supply chain of electrical contractors, gen set manufacturers and dealers, environmental after treatment specialists and remote monitoring & control vendors to upgrade a new or existing generator to a turn-key package that is "smart grid-ready". NRG will design, build, own, maintain and operate the low emissions generator to create revenues and savings that it will share with customers.

**How our Customers Benefit:** Through revenue sharing and cost savings, our customers will receive a full payback of their investment in back up generation. Even after their investment is paid back, our customers will continue to save on energy - all while contributing to a cleaner environment!

Call or email RAM to learn more

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In Partnership  
with:



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