



NEWS RELEASE

GENIE® MAKES STRONG IMPACT AT 2013 INTERNATIONAL DOOR ASSOCIATION EXPO



NASHVILLE, TN – The Genie Company made its presence felt at the 2013 International Door Expo, which was held recently at the Gaylord Opryland Convention Center. With one of the largest booths at the show, professional dealers and installers had plenty of space to see the wide variety of residential and commercial openers and accessories that Genie has to offer.

Leading the way was Genie’s new Battery Back-Up that is co-branded with another great American brand, Interstate Batteries. The unit, which was officially launched in April, had its own display area that was manned by both Genie and Interstate personnel. Many dealers were impressed with the battery’s ability to operate for over 50 cycles in the 24 hour period after the initial power outage.

Also unveiled at the show was Genie’s new “Every **One** Counts” Sweepstakes. The first-of-its-kind Sweepstakes for the garage door opener industry will feature several grand prize winners, including \$10,000 for one lucky Professional Installer and \$10,000 for one lucky Professional Dealer. The contest runs from May 8, 2013 through November 22, 2013. The winner will be drawn approximately a week later on or about November 29.

Attendees to the Genie booth could register for the Sweepstakes on the spot, or were given information that they could use to enter on their home computer after the show at www.GenieRegistration.com.

On the Commercial side, Genie showed its upcoming Monitored Reflective Photo Eyes. Although not officially launched yet, dealers could see the many advantages that the UL 325:2010 Photo Eyes have to offer, such as a polarized beam for maximum reliability, retro-reflective technology to eliminate the need for batteries, and a design that significantly reduces installation time.

Dealers and installers were given the opportunity to hear residential and commercial product presentations at the *Genie Theater* area, which were presented alternatively on the hour. After the commercial presentation, attendees received a bonus with a live Genie operator set-up and programming demo, which was well received by the crowds.

Mike Kridel, President, noted, "I'd like to personally thank all the dealers that attended our booth, including those loyal customers that stopped by and those looking for an alternative supplier. Our booth had great traffic and our team worked very hard to give anyone attending every reason to carry Genie as their primary opener supplier. We all look forward to continuing to build our professional and personal relationships with our many Genie dealers."

Next year's International Door Expo is in Las Vegas in April.

To learn more, please visit www.GenieCompany.com, or become a Genie fan on [Facebook](#) and follow us on [Twitter](#).

About The Genie Company

The Genie Company is based in Mt. Hope, Ohio, and is a leading manufacturer of garage door openers and accessories for residential and commercial applications. With its main manufacturing facility in Baltic, Ohio, its roots run deep as an American brand that has been synonymous with garage door openers since 1954. The Genie name itself is a well-recognized icon among homeowners, builders, and dealers alike.

Genie distributes its openers and accessories through a broad distribution channel of professional dealers, wholesalers, and retailers throughout the U.S. and Canada. The Genie Company is a separate division of Overhead Door Corporation.

FOR CUSTOMER SERVICE & PRODUCT INQUIRIES, CONTACT:

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