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Power To Go guarantees electrical power for businesses and homeowners, no matter what

Customers buy new generators; Power To Go stores them, maintains them, and keeps them fueled during power outages

TAMPA, Fla. (May 2, 2006) – With hurricane season fast approaching, Discount Rental & Sales Inc. announced today the launch of Power To Go, a new company that provides guaranteed electrical power and fuel to businesses and others who must keep operating in spite of bad weather and power outages.

Power To Go provides tow-able generators – as well as the fuel to run them – during prolonged power outages caused by hurricanes or other disasters. So novel is Power To Go's business model that it has been awarded a patent pending.

“A company's ability to get electricity when the power grid fails can make or break their business,” said Richard A. Walker, president of West Palm Beach-based Power To Go and its parent company, Discount Rental & Sales Inc. “Power To Go guarantees the electrical power that everyone needs when such unfortunate circumstances happen.”

Walker said the events of the past couple of years amply demonstrate the need for a company that can provide alternative power when the regular sources of electrical power break down. Just in Florida during the past two years, more than 10 million people have been left without power because of various hurricanes and economic losses exceeded several billion dollars.

What's more, as Hurricane Katrina grimly demonstrated, loss of electricity can also lead to loss of life. “None of us will forget the tragedies of injured and sick people unable to get to hospitals because there was no electricity to pump fuel from gas stations or how life-sustaining medical equipment was useless without power,” recalled Walker.

Here is how Power To Go works:

- Businesses or homeowners buy a generator from Power To Go.
- Power To Go can store the generator in one of its own secure facilities (similar to “high and dry” facilities used by marinas to store boats), maintains it, and keep it in tip-top, ready-to-run condition, all year long.
- When power outages occur, and you’ve chosen to go with Power To Go’s storage program, simply pick up your towable generator from a conveniently located and secure facility, hook it up to your building or business, and you’ve got emergency power.
- Power To Go maintains its own fuel sources, and guarantees that your generator will have the fuel it needs for the duration of the power outage.
- It’s your generator; keep it on-site and running as long as you like.
- Once regular power has been restored, return it to Power To Go to secure storage.

Walker said businesses, homeowners and others need never worry again about losing electrical power during hurricanes or other disasters. Power To Go currently has three centrally-located and secure storage and fuel depot facilities in Orlando, Tampa and West Palm Beach. Other facilities are planned. Walker estimates that about half of Power To Go’s customers will opt for the company storage plan.

“We guarantee everything,” Walker said. “We guarantee that your generator will be kept in good operating order, we guarantee its availability when you need it, and we guarantee that there will always be fuel available to keep it running.”

Walker anticipates that this would appeal to businesses in any number of industries, including restaurants, hotels, hospitals and nursing homes, churches, banks, funeral homes, telecommunications and Internet-based ventures, schools, gas stations, etc. “If your company uses electricity, Power To Go is for you,” he said.

Indeed, Florida Gov. Jeb Bush has been pushing businesses and public agencies to do more to prepare for hurricanes, including investing in generators.

Walker said his company got the idea for Power To Go during the last two hurricane seasons, when Discount Rental & Sales Inc. was inundated with requests for generators and fuel to keep them running.”

“Of course, demand quickly outstripped supply,” Walker said. “And when even those folks lucky enough to find a generator couldn’t get fuel, it got us to thinking that people needed some sort of system that would guarantee that power would be available, no matter what the circumstances.”

Power To Go provides electrical power capability to businesses and homes of all sizes. It provides its services to customers throughout Florida and the Southeast U.S.

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ABOUT POWER TO GO

Power To Go provides guaranteed electrical power to businesses and homes during power outages caused by hurricanes and other disasters. It sells generators of all sizes, and can store and maintain them year-round. If normal power goes down, Power To Go makes generators immediately available to customers, gets them operating, and then guarantees a steady supply of fuel for as long as the emergency exists. To learn more, go to www.powertogo.com

ABOUT DISCOUNT RENTAL & SALES INC.

Discount Rental & Sales Inc., an independently owned and privately-held business, is a full-service equipment rental and sales distributor that has been in business for the past 16 years. It services a variety of clients in Florida and throughout the Southeastern U.S. To learn more, visit www.discount-equipment.com.