

## Press Release

### Generator Associates Brings Power to the Forthcoming The Lord Of The Rings Stage Production at Theatre Royal, Drury Lane London.

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Generator Associates Ltd are delighted to be associated with the forthcoming spectacular musical adaptation of JRR Tolkien's The Lord Of The Rings in London's West End. The musical is set to wow audiences at its British and European Premiere from May 2007.

July 2007

#### The Requirements:

Temporary power for some of the fantastic show automation, lighting and video effects, which are sure to leave audiences amazed. The Lord of the Rings London Ltd required an efficient service provider who would offer cost-effective and relevant solutions.

#### The Solution:

Generator Associates Ltd, the power and leasing specialists were chosen to work alongside The Lord of the Rings London Ltd, to provide generators, fuel tanks, cable and distribution equipment as well as fuel management services.

#### The Installation Day:

The installation took place on a busy Thursday, with Generator Associates co-ordinating the delivery and commissioning of the generator systems. "We had spent time before the installation organising the proposed layout for the generator systems, and the job was completed on time and on schedule" Roger Stevens, Director.

Whether it is Generator or UPS supply, hire, lease or maintenance you require, Generator Associates act as independent consultants and offer complete one-stop solutions for commercial and industrial organisations throughout the UK. If you need a reliable and competent Generator supplier who can offer a range of services including Project Management and Fuel Management, contact Generator Associates today and let them start finding the most cost-effective solution for you.

#### For Immediate Release

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#### Notes to Editors

Generator Associates Ltd are the fastest growing auxiliary power generation company in the UK, with over 20 years experience in all aspects of backup power generation and finance. They supply a range of generators from 1kw to 3000kva, and offer leasing packages to take the sting out of the tail of Capital Expenditure, spreading the financial outlay over an extended period, to generate a low fixed monthly rental. Generators available for hire include 40Kva, 50Kva, 60Kva, 70Kva, 80Kva, 100Kva, 150Kva, 200Kva, 250Kva, 300Kva, 350Kva, 400Kva, 450Kva, 500Kva, 600Kva, 800Kva, 1000Kva, 1250Kva amongst others. To ensure clients requirements are fully met, they advise, supply, finance, and maintain a wide range of generators and UPS from the worlds leading manufacturers including SDMO, Cummins and Pramac.