



NEWS RELEASE

**Genie Featured on Popular Science Channel Show *How It's Made*
World Premier: Thursday, June 19, 2014 9 P.M. EST (8 P.M. CST)
Reruns to Follow!**



MT. HOPE, OH - The Genie Company was featured on the popular show *How It's Made* with the premiere date of Thursday, June 19 at 9 P.M. Eastern Standard Time (8 P.M. Central Standard Time).

How It's Made appears on Science Channel USA, which is owned by Discovery, and has been showing the world how every day products are made since 2001. Reruns of the Genie episode will continue for some time on the Science Channel and possibly at time of Discovery itself. For local listings, refer to the Science Channel website: <http://www.sciencechannel.com/tv-shows/how-its-made/tv-schedule.htm>

HOW IT'S MADE
THURSDAYS 9/8C | @sciencechannel #HowItsMade

9:00 PM
30 MIN.

**Slate tiles, Hot Dog Carts,
Garage Door Openers,
Bicycle Seats**
TV-G

On this episode of How it's Made: Slate tiles, hot dog carts, garage door openers, bicycle seats.

FILMING IN BALTIC, OHIO

The four-person crew filmed Genie's assembly operation at its plant in Baltic. They covered the process of the direct drive screw opener assembly and the making of the screw drive rod. The day started with an hour long walk-through with the crew followed by almost 10 hours of filming. Voiceover was added later during the editing process and the segment's final time code ended up at 4 minutes & 40 seconds.

It was a positive experience for the Genie employees & How It's Made crew, as the director noted he was very pleased with the footage they shot. The show did a great job to promote Genie brand garage door openers in general and in particular the screw drive model shown as being "Assembled in U.S.A".

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HOW IT'S MADE GENERAL BACKGROUND

How It's Made is a documentary television series that premiered on January 6, 2001 on Science in the U.S., and Discovery Channel Canada. The program is produced in Montreal, Quebec by Productions MAJ, Inc.

How It's Made provides insight into how common, everyday items are manufactured including food items like bubblegum, industrial products such as engines, musical instruments such as guitars, and sporting goods such as baseballs. For the most part, it is filmed without sound with narration added afterwards.

The narrator who explains the process is not shown onscreen and employees of the company being featured do not speak on camera. Visuals of those actually performing the work are kept to a bare minimum so that focus is on the product and procedures involved.

Each half hour show usually has three or four main segments and includes each product getting a demonstration of about five minutes with exceptions for more complex products.