



PRESS RELEASE

GE Electrical Distribution Teams Up with Carbon Controls Ltd as Exclusive Distributor of Drives in Alberta and Saskatchewan

July 21, 2009, Oakville, ON – GE Consumer & Industrial is pleased to announce a new partnership with Carbon Controls Ltd, a Calgary-based sales and service representative of instrumentation and electrical control equipment.

As exclusive supplier for GE's Drive product line in Alberta and Saskatchewan, including the new AF-6 Series AC Drive, Carbon Controls Ltd will also represent other GE Electrical Distribution products including variable frequency drives, motor control centers, harmonic and line/load filters, motors, transformers and switchgear.

"Carbon Control's proven expertise in sales, service and integration of variable frequency drives and MCCs was a natural fit with GE's Electrical Distribution business in Western Canada", says Aaron Chronik, District Manager for GE Lighting and ED products in Western Canada. "This new alliance will enable us to build a higher profile for GE ED products, such as our cost-conscious AF-6 Series Drives, within the oil and gas, and wastewater management sectors".

Developed in response to customers' requests for drives with built-in functionality in a compact package, GE's new AF-6 Series AC Drives are easy to set-up and meet all relevant global standards. Simplified installation and less need for add-on equipment, enable customers to benefit from immediate cost savings, a real advantage in today's economy.

The GE / Carbon Controls Ltd partnership is a key component of GE's ongoing commitment to expanding its Electrical Distribution business within key industry sectors across Canada.

About GE Consumer & Industrial

GE Consumer & Industrial spans the globe as an industry leader in major appliances, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and ecomaginationSM, a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE), imagination at work, sells products under the Monogram®, Profile™, GE®, Hotpoint®, SmartWater™, Reveal® and Energy Smart® consumer brands, and Entellisys®, Tetra®, Vio™ and Immersion® commercial brands. For more information, consumers may visit www.ge.com.

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