



PRESS RELEASE

GE Unveils Breakthrough *ecomagination* Products, Technologies and Services:

*World's First Hybrid Locomotive
Pioneering GE ecomagination Homebuilder Program
Breakthrough Greenhouse Gas Offsets
Southern California Wind Project
Bulk Energy Conservation Partnership for Power Utilities*

Universal City, Calif., May 24, 2007 – GE today introduced 11 new *ecomagination* products, services and projects, including the world's first hybrid locomotive and the *ecomagination Homebuilder Program* – a comprehensive package of energy efficient appliances, lighting, advanced building design and real-time energy management combined with a GE mortgage that rewards energy efficiency.

"Customer demand for the most advanced, most fuel-efficient and least emissive technologies is what sparked *ecomagination*," said GE Chairman and CEO Jeff Immelt. "Increasing demand from our customers is what is making it succeed beyond our expectations.

"Green is happening everywhere across GE," Immelt said. "From our transportation products to renewable energy to clean water to how we make television shows and movies to home building and mortgages, green is truly universal at GE."

Launched in May 2005, *ecomagination* is GE's commitment to imagine and build innovative technologies that help customers address their environmental and financial needs and help GE grow. The new offerings bring GE's portfolio of energy efficient and environmentally advantageous products and services to 45.

Immelt joined with customers, partners and GE business leaders at GE's Universal Studios theme park here to make the following announcements (more information on many of these products and initiatives is available at www.ecomagination.com/news):

CHANGING TRANSPORTATION

- **World's First Hybrid Locomotive** -- With Union Pacific CEO Jim Young, GE unveiled its Evolution® Hybrid locomotive to demonstrate the progress that GE's Transportation business is making in developing a freight hybrid locomotive that is capable of recycling thermal energy as stored power in on-board batteries.
- **Progress Toward Plug-In Vehicles** – GE Energy Financial Services has invested in battery company A123's efforts to develop next-generation battery technology for hybrid electric vehicles and plug-in hybrid electric vehicles.

GREENER HOMES AND MORTGAGES

- **ecomagination Homebuilder Program** -- Masco Contractor Services President and CEO Donald J. DeMarie, Jr. and RWO CEO Robert O'Neel revealed the ecomagination Homebuilder Program. The first-of-its-kind package of energy-efficient appliances, lighting, advanced building design and GE Commercial Finance's first energy-efficient mortgage is an upgrade that will benefit U.S. homebuyers and – for the first time – offer homeowners the GE SmartCommand™ Dashboard, providing current and historical feedback on electricity and water consumption.

CLEANER ENERGY

- **Doubling Down on Renewables** – GE Energy Financial Services announced it would double its renewable energy investments to \$4 billion by 2010. EFS's investments in wind, solar, biomass and geothermal renewable energy has grown from \$630 million in 2004 to \$2 billion today.
- **Hydrogen Energy and Carbon Sequestration** -- GE and BP – represented by BP CEO of Hydrogen Energy Lewis Gillies – are forming a global alliance to jointly develop and deploy a target of 10 to 15 hydrogen power projects that will dramatically reduce emissions of the greenhouse gas carbon dioxide from electricity generation.
- **Wind Energy for LA** -- GE is working with the Los Angeles Department of Water and Power – represented by Board President David Nahai – to produce up to 120 megawatts of wind power, helping the Department to meet its aggressive renewable energy goals as part of the city's Renewables Portfolio Standard. The project's estimated annual generation will be enough to meet the requirements of approximately 120,000 Los Angeles residents.

USING ENERGY WISELY

- **High-efficiency Lighting for California and the U.S.** -- Thomas R. Kuhn, President of the Edison Electric Institute – the association of U.S. shareholder-owned electric companies – announced the start of a new, high-efficiency lighting project that will help utilities reduce energy demand – lowering costs and promoting grid stability in California and across the United States.
- **Smarter Lighting at Wal-Mart** -- Wal-Mart VP Charles Zimmerman announced that more than 500 of Wal-Mart's US stores will be using GE light emitting diodes to illuminate their refrigerated display cases. LED's offer huge energy savings and will

help Wal-Mart cut emissions significantly, and the company is looking to use LED's at many of its 6,700 worldwide stores.

REDUCING GREENHOUSE GASES

- **Offsetting Carbon Emissions** -- AES Corp. CEO Paul Hanrahan and GE Energy Financial Services today launched a partnership to annually produce 10 million metric tons of greenhouse gas (GHG) offsets by 2010. Projects to capture and destroy GHG emissions will include agricultural waste, landfills, coalmines and wastewater treatment; the partnership would sell offsets from these projects.

CLEANER WATER

- **Drinking Water from the Pacific Ocean** -- GE Water & Process Technologies announced today its participation in what-will-be the largest seawater desalination facility in North America, the Carlsbad Seawater Desalination Plant. GE Water & Process Technologies, Poseidon Resources Corporation, American Water and Acciona Agua have joined together to invest in the final stage of the desalination project to bring a long-term, drought-proof, safe and affordable supply of drinking water to the water-scarce region.

GREEN ENTERTAINMENT AND INFORMATION

- **NBC Universal Goes "Green"** -- NBC Universal President and CEO Jeffrey Zucker launched "Get on Board" a companywide program to improve the environmental operations of its operations by reducing greenhouse gases, raising awareness about environmental issues and stimulating change in the media and entertainment industry. He also announced the "iGo Green" channel on iVillage.com. From organic food to recycled fashion to eco-friendly home décor, iGo Green, www.igogreen.ivillage.com, will offer female-focused editorial, quick and simple ideas, tools and other features around living the green life.

GE's ecomagination report is available at www.ecomagination.com/report, where readers are encouraged to download and read the electronic edition. As an incentive, for each of the first 10,000 downloads, GE will plant one tree in the Alpine forests south of Munich, Germany (home to one of GE's Global Research Centers). In collaboration with the German Armed Forces and the Bavarian Forestry Commission, GE's planting will integrate into the landscape, helping strengthen the area's critical flood protection.

As part of its commitment to keep the public informed on ecomagination, GE is encouraging feedback on the report through comments@ecomagination.com.

* * *

GE is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing and media content. GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

Contact: General Electric, Fairfield
Peter O'Toole, 203-373-2547; 203-912-3233 (mobile)
peter.o'toole@ge.com