

GE Consumer & Industrial Lighting

Leading the way to environmental excellence

Learn how these top 3 environmental impacts affect your business

Today, with so much environmental data in the market place, it's hard to differentiate which imperatives positively affect your business. For instance, longer lamp life is generally more environmentally preferable compared to lamps with super low mercury levels, if they offer short life and performance issues.

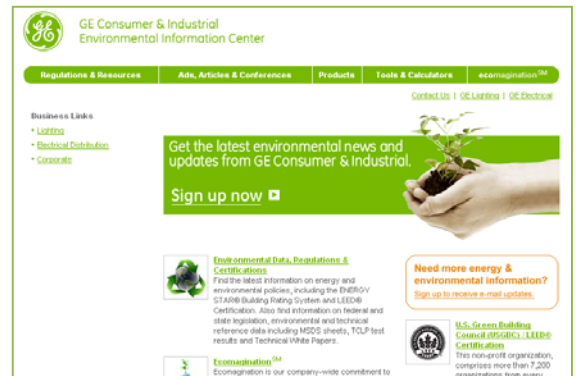
GE is focused on today's most pressing environmental challenges, such as energy efficiency, longer life products, lamp recycling, and ROHS compliance.

Energy Efficiency

FACT: Increasing the energy efficiency of the lighting system has the largest effect on reducing the overall environmental impact and reduces energy bills.

Reduction of greenhouse gas emissions and an energy efficiency focus will be critical to businesses if the federal Climate Change Bill passes later in 2009, because businesses will be taxed on the amount of GHGs emitted. GE offers you energy efficient systems to reduce your energy consumption and subsequently your GHG emissions.

To learn how to reduce energy costs by using GE products, go to www.geconsumerandindustrial.com/environmentalinfo

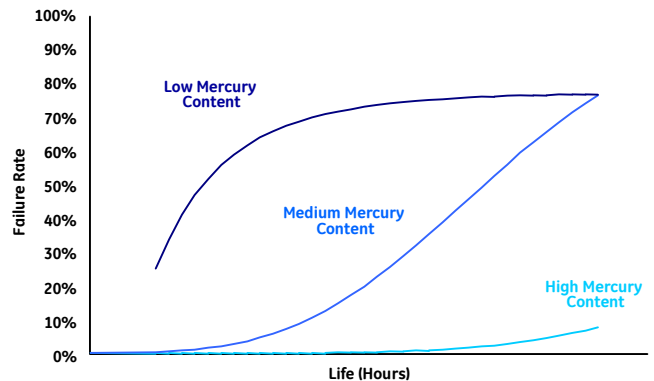


Long Life

FACT: Increasing lamp life and therefore reducing the number of lamps made, transported and recycled, has the second largest effect on reducing environmental impact.

GE test data of linear fluorescent tubes illustrates that lamp life is directly related to the mercury content. Lamps made with extremely low amounts of mercury generally have a much higher probability of failing early because they run out of usable mercury that is needed to generate light – commonly identified by the lamp turning pink.

To view all of GE's large range of long life & ROHS compliant products, go to www.gelighting.com/products and search for 'long life'.



Recycling

FACT: 5mg of mercury would fit on the tip of a ballpoint pen. This tiny amount of mercury enables the lamp to operate with high-energy efficiency and long life, and you can help address the environmental impact by recycling, which recovers and reuses the mercury. GE's most common T8 lamps have less than 4mg of mercury.

GE recommends recycling fluorescent lamps at the end of life. Recycling recovers lamp materials, including mercury, for reuse. Visit our new recycling web site resource on www.geconsumerandindustrial.com/environmentalinfo to find out more.



imagination at work

Helping you achieve environmental excellence in your industry

GE has products that meet or exceed environmental standards within the following categories:

- USGBC's LEED® Certification Picogram per Lumen Hour Rating
- Toxicity Characteristic Leaching Process (TCLP)
- Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment Regulations (RoHS compliant lamps and ballasts)
- **ecomaginationSM** is GE's own commitment to environmental stewardship and its own reduction of greenhouse gas emissions

The screenshot shows the GE Consumer & Industrial Environmental Information Center website. At the top left is the GE logo and the text "GE Consumer & Industrial Environmental Information Center". Below this is a navigation bar with tabs for "Regulations & Resources", "Ads, Articles & Conferences", "Products", "Tools & Calculators", and "ecomaginationSM". To the right of the navigation bar are links for "Contact Us", "GE Lighting", and "GE Electrical".

On the left side, under "Business Links", there are links for "Lighting", "Electrical Distribution", and "Corporate".

The main content area features a large green banner with the text "Get the latest environmental news and updates from GE Consumer & Industrial." and a "Sign up now" button. To the right of this banner is an image of a hand holding a small green plant.

Below the banner are several sections with icons and text:

- Environmental Data, Regulations & Certifications:** Find the latest information on energy and environmental policies, including the ENERGY STAR® Building Rating System and LEED® Certification. Also find information on federal and state legislation, environmental and technical reference data including MSDS sheets, TCLP test results and Technical White Papers.
- ecomaginationSM:** Ecomagination is our company-wide commitment to imagine and build innovative solutions that benefit our customers, consumers and society at large.
- Ads, Articles & Conferences:** Quick access to our latest advertising, commercials, conferences and other articles.
- Energy-Saving Products:** Learn how GE Consumer & Industrial is leading the way in energy saving products.
- Energy-Saving Tools & Calculators:** Estimate the energy savings and environmental impact you can have just by switching out some of your lighting and electrical products.

On the right side, there are two callout boxes:

- Need more energy & environmental information?** Sign up to receive e-mail updates.
- U.S. Green Building Council (USGBC) / LEED® Certification:** This non-profit organization, comprises more than 7,200 organizations from every segment of the industry. They also developed the Leadership in Energy & Environmental Design (LEED®) Program.

At the bottom right, there is a section titled "Need more information about lamp recycling?" with an image of a recycling bin. The text says: "GE Lighting recommends recycling Compact Fluorescent Light bulbs (CFLs) or Linear Fluorescent Tubes at the end of life."

Find the latest information on all these topics and more on environmental topics within GE's premier environmental website link at:
www.geconsumerandindustrial.com/environmentalinfo



Did you know...as part of GE's **ecomaginationSM** commitment, we have already reduced our energy consumption by over 210,000,000 kWh, which is the same as reducing 155,700 metric tons of CO₂ or the equivalent to planting 70 square miles of trees OR taking 30,000 cars off the road.



For additional product and application information, please consult GE's Website: www.gelighting.com

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