



GE Money
Sales Finance



News Release

ECONOMICAL, ECO-FRIENDLY HOME IMPROVEMENT PROJECTS FINANCED THROUGH GE MONEY & ELECTRIC & GAS INDUSTRIES ASSOCIATION

ST. PAUL, Minn. — May 15, 2007 — GE Money's Sales Finance unit and the Electric & Gas Industries Association (EGIA), a non-profit organization dedicated to advancing energy efficiency and renewable energy solutions, today announced a new multi-year relationship to provide revolving and installment consumer financing through the *GEOSmart* Loan program.

According to the Energy Information Administration, the typical U.S. family spends approximately \$1,500 a year on utility bills. Homeowners can make their homes more comfortable and save money by making energy-efficient improvements, such as enhancing insulation, upgrading doors and windows, replacing inefficient heating and cooling equipment, or by installing solar energy solutions. The *GEOSmart* Loan program, available only through EGIA-approved home improvement contractors across the U.S., is now available to consumers looking to make these types of enhancements to their homes.

"Now more than ever, making your home more energy efficient is a wise choice," said Bruce Matulich, executive director of the EGIA. "We're pleased to partner with GE Money's Sales Finance business to provide our contractors with a financing program that helps make investing in energy efficient home improvement easy and affordable."

Thousands of EGIA members and affiliates will offer the *GEOSmart* Loan program from GE Money, including HVAC, window, insulation, solar and home improvement contractors. These contractors are located nationwide and offer installment and revolving credit options with a quick, easy application process, prompt credit decisions, and competitive terms and promotions.

-more-

“Conserving energy and maximizing a home’s resources is an important part in sustaining energy for today, and for future generations.” said Bruce Christensen, vice president and general manager, Home Improvement industry, GE Money – Sales Finance. “These critical expenses, whether planned or unplanned, can fit more comfortably into a homeowner’s budget with financing options. We’re proud to partner with the EGIA, a leader in promoting sustainable energy solutions, to offer affordable solutions.”

About Electric & Gas Industries Association

The Electric & Gas Industries Association (EGIA) is a non-profit organization dedicated to advancing energy efficiency and renewable energy solutions through a nationwide network of contractors, distributors, manufacturers and utility companies. EGIA is a leading provider of resource efficiency services and energy efficiency program administration for utility companies and water agencies. EGIA also provides the home improvement industry with comprehensive consumer energy efficiency and solar financing solutions and has administered some of the nation’s largest utility and state sponsored energy efficiency financing programs. For more information, visit www.egia.org.

About Sales Finance and GE Money

Sales Finance, based in Kettering, Ohio, is part of GE Money, formerly GE Consumer Finance, and provides private label credit card programs, marketing, installment lending, service contracts and financial services for national and regional retailers in more than 20 industries including: home improvement, sporting goods, powersports, outdoor power equipment, automotive, recreational vehicles, consumer electronics and appliances, furniture, floor covering, marine, music, jewelry, and health care.

With more than \$190 billion in assets, GE Money, a unit of General Electric Company (NYSE:GE), is a leading provider of credit services to consumers, retailers and auto dealers in more than 54 countries around the world. GE Money, based in Stamford, Conn., offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans, and credit insurance. More information can be found at www.gemoney.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, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit www.ge.com.

###

Editorial Note: May is National Home Remodeling Month

For more information contact:

Cristy Williams, GE Money, (678) 518-2596 or cristy.williams@ge.com

©2007 General Electric Company, All rights reserved.