



## PRESS RELEASE

### Worldwide Demand from Environmental Technology Increases Revenue for GE *ecomagination*

**Toronto Ontario, May 24, 2007** – GE Canada today reported that global revenue from its ecomagination portfolio of energy efficient and environmentally advantageous products and services reached \$12 billion in 2006, a 20 per cent increase over 2005, with orders exceeding \$50 billion.

Ecomagination is GE's company-wide commitment to address global environmental challenges such as the need for cleaner, more efficient sources of energy, reduced emissions and abundant sources of clean water.

"GE Canada is working with our customers across the country to develop innovative ecomagination solutions to address customer needs and environmental challenges, as well as employing ecomagination as a means to improve the energy efficiency of our own operations," said Elyse Allan, president and CEO, GE Canada. "From oil and gas, to lighting, water management, motors and locomotive engines, ecomagination products and services are delivering bottom line results with benefit to the environment."

GE, Global savings are in the range of 250,000 tons of greenhouse (GHG) emission reductions – equal to removing about 50,000 cars from the road. Energy cost savings to the company are roughly \$70 million to date.

"These extraordinary revenues and orders are the initial payoff from directly aligning our product portfolio with our customers' needs and evolving trends, while 'doubling-down' on investments in leading edge technology and innovation," said GE Chairman and CEO Jeff Immelt. "Ecomagination is growing beyond our expectations, evolving into a sales initiative unlike any other I've seen in 25 years 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. GE's 2<sup>nd</sup> annual ecomagination report, released today is available at [www.ecomagination.com/report](http://www.ecomagination.com/report), where readers are encouraged to download and read the electronic edition.

Examples of Canadian ecomagination projects include:

- **British Columbia Hydro and Power** - GE Energy Financial Services, will make its first equity investment in Canada and diversify its renewable energy portfolio by investing in the construction of a run-of-river hydroelectric project in British Columbia developed by Plutonic Power Corporation (TSX VENTURE: PCC). GE Energy Financial Services will invest

\$112 million (CDN) for the construction of a run-of-river hydroelectric project. The project helps the province of British Columbia ensure that clean or renewable electricity generation continues to account for at least 90 percent of total generation. The project will produce enough electrical energy annually to power an estimated 75,000 homes and will avoid the production of more than 455,000 metric tons of greenhouse gas emissions. BC Hydro has committed to purchase energy from the project for 35 years.

- **GE Water & Process Technologies** will provide a membrane system to treat wastewater to be recycled for re-use applications as part of the Olympic broadcast building in Vancouver. LEEDS certified Zenon membrane system will be used at the Nordic water and waste-water treatment plant.
- High performance traction motors are made by **GE Motors** in Peterborough, Ontario for GE Evolution series locomotives. Compared to locomotives built 20 years ago – many of which are still in use – these engines produce 83 per cent fewer particulates and 60 per cent fewer nitrogen oxide emissions while delivering as much as 10 per cent lower lifecycle costs to customers and higher fuel efficiency. CN and CP Rail are using GE’s environmentally advanced and fuel-efficient locomotives.
- **Halton Region (Ontario) Landfill Gas Project** is using 2 GE Jenbacher engines with a combined power output of 2.1 MW to produce approximately 17,000 MWh/year from methane gas and reduce greenhouse gas emissions.

GE company-wide progress on ecomagination commitments made in 2006:

- 1) **Double its investment in clean research and development** – GE invested \$900 million in cleaner technologies in 2006, drawing closer to its \$1.5 billion annual R&D target by 2010. GE also increased the number of ecomagination-certified products by more than 50 per cent over the last year - from 30 to 45 products.
- 2) **Increase revenues from ecomagination products** – GE reported \$12 billion in revenues from ecomagination products and services in 2006, on course to the goal of \$20 billion in sales in 2010.
- 3) **Reduce its greenhouse gas (GHG) emissions and improve the energy efficiency of its operations** – GE GHG emissions in 2006 from operations have been reduced by about four per cent from the 2004 baseline. GHG and energy intensity have been reduced by 21 per cent and 22 per cent respectively compared to 2004. GE is committed to reduce its GHG emissions one per cent by 2012, reduce the intensity of its GHG emissions 30 per cent by 2008, and improve energy efficiency 30 per cent by the end of 2012.
- 4) **Keep the public informed** – GE continues to transparently apprise the public of the company’s progress via its ecomagination web site, advertising and engagement with customers and other stakeholders.

As part of its commitment to keep the public informed on ecomagination, GE is encouraging feedback on the report through [comments@ecomagination.com](mailto:comments@ecomagination.com).

GE (NYSE: GE) is a diversified technology, media and financial services company dedicated to creating products that make life better. From aircraft engines and power generation to financial services, medical imaging, television programming, and plastics, GE operates in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at <http://www.ge.com>.

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