



GE Beijing 2008 Olympic Games Fact Sheet

About the Sponsorship

As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and organizing committees to provide infrastructure solutions for Olympic Games venues including power, water treatment, transportation and security, and to supply hospitals with ultrasound and MRI equipment to help doctors treat athletes.

GE's Olympic partnership was launched in January 2005 and continues through the London 2012 Olympic Games.

GE's official product and service categories:

- Energy Generation Systems
- Energy Distribution Systems
- Healthcare: MRI & Ultrasound Equipment
- Security Equipment & Systems
- Lighting Fixtures & Systems
- Aircraft Engines
- Rail Transportation Systems
- Water Treatment Facilities & Services
- Equipment & Transportation Management

In addition, NBC Universal is the exclusive U.S. media partner of the Olympic Games, with its partnership also extending through 2012.

A Focus on Sustainability

GE is uniquely positioned to help the Olympic Movement plan for and achieve its long-term environmental goals. GE understands the need for sustainable development in Olympic Games host cities and is committed to working with the governments and private sector entities responsible for building the massive infrastructure needed to support the world's largest sporting event every two years. Through its ecomagination initiative, GE is applying environmental resources, business expertise and technology to create solutions to help ensure that the Olympic Games' environmental legacy is a positive one.

Examples of GE's environmentally sound technology at work for the Beijing Games include filtration systems for clean drinking water and rainwater recycling at the National Stadium; solar-powered lighting at the Fengtai Softball Field; water processing technology to recycle water for Olympic Green landscaping; and high-efficiency energy units at the Jing Hui Garden media hotel.

GE and the Beijing 2008 Olympic Games

GE is making significant contributions to 400 infrastructure projects in and around Beijing, including projects at all 37 official Olympic Games competition venues and 168 commercial buildings, providing innovative solutions to help Beijing host the largest, most technologically advanced Olympic Games ever. Listed below are project highlights.

Venue	Project
National Stadium ("Bird's Nest")	<ul style="list-style-type: none"> ➤ Energy Distribution ➤ Lighting ➤ Security ➤ Water Treatment
National Aquatics Center ("Water Cube")	<ul style="list-style-type: none"> ➤ Lighting ➤ Security
National Indoor Stadium	<ul style="list-style-type: none"> ➤ Lighting ➤ Security
Fengtai Softball Field	<ul style="list-style-type: none"> ➤ Lighting ➤ Security

National Convention Center	➤ Energy Distribution ➤ Security
Beijing Power Supply Bureau	➤ Energy Distribution
Beijing Subway	➤ Security
Beijing Capital Airport T3	➤ Energy Distribution ➤ Lighting ➤ Security
Beijing Taiyanggong Power Plant	➤ Power Generation - providing electricity to the Olympic Central Area
Shangyi Wind Farm	➤ Power Generation - will provide power to Olympic venues
Jing Hui Garden Hotel	➤ Power Generation - will host media during the Beijing Games
Qinghe Waste Water Plant	➤ Water Treatment

Advertising and On-Site Activation

GE's partnership with the Olympic Games aligns with the company's global growth strategy by opening doors to new sales and marketing opportunities throughout all of the host countries.

Since announcing its Olympic Games partnership in 2005, GE has used the sponsorship to build brand awareness in China with key business audiences. In China, GE's advertising campaign includes a series of outdoor advertisements, airport advertising, print advertisements, and interactive taxi touch screen advertising. In the U.S., the campaign includes television advertising on the networks of NBC Universal, print advertising, and Olympic Games-themed online marketing web vignettes.

As part of GE's on-site activation strategy, the company has built a structure called the Imagination Center, located in the heart of the Sponsor Village on the Olympic Green. This two-story, 16,500 square foot experience brings the GE story to life and provides a way for GE's customers and global consumers at the Games to interact with the GE brand. Following the theme of the five core Chinese elements of wood, fire, earth, metal and water, the Imagination Center will showcase innovative technologies from many of the GE businesses that contributed to building the infrastructure for the Beijing Games, including Energy, Water, Healthcare, Transportation and Lighting.

NBC Universal

Seven NBC Universal networks—NBC, USA, MSNBC, CNBC, Oxygen and Telemundo as well as NBCOlympics.com – will present more than 3,600 hours of Beijing Games coverage, making it the most ambitious single media project in history. The 3,600 hours is 1,000 hours more than the combined total of every televised Summer Olympic Games in U.S. history, dating back nearly 50 years to Rome in 1960. Over the 17 days of the Beijing Games, NBCU's coverage will average more than 212 hours per day. The Beijing Games broadcasts will include the most live coverage ever of a Summer Olympic Games, despite the 12-hour time difference between the U.S. East Coast and China and, for the first time, the entire Olympic Games will be broadcast in high definition. On NBCOlympics.com, viewers will have access to approximately 2,200 total hours of live streaming Olympic Games broadband video coverage, the first live event coverage ever on the site.

On the Web

www.ge.com/olympicgames
www.ge.com/cn/olympicgames
www.nbcolympics.com

About GE

GE is a diversified global infrastructure, finance and media company that is built to meet essential world needs. From energy, water, transportation and health to access to money and information, 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 <http://www.ge.com>. GE is Imagination at Work.

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