



PRESS RELEASE



GE Water & Process Technologies and Metro Atlanta Chamber of Commerce Assemble Georgia's Largest Water Sustainability Forum

200 Community, Industry Leaders Discuss Region's Water Solutions & Scarcity Challenges

ATLANTA, GA. – December 10, 2007 – GE Water & Process Technologies and the Metro Atlanta Chamber of Commerce (MACOC) are co-hosting the Georgia Water Solutions Forum.

The Forum is a thought leadership conference that is bringing together leading water experts from the government, municipalities and industrial and technology businesses to explore sustainable approaches to Georgia's unprecedented water shortage.

The Forum will open with remarks by **John Rice**, vice chairman, GE; **Sam A. Williams**, president of the Metro Atlanta Chamber of Commerce; **U.S. Senator Johnny Isakson**, (R-Georgia); **Atlanta Mayor Shirley Franklin**, and **Sam Olens**, Cobb County Commission Chairman and chairman of the Atlanta Regional Commission. Following the opening remarks, **James I. Palmer Jr.**, regional administrator, U.S. Environmental Protection Agency, Region IV; will give an overview of the region's water quality, management and availability issues. **Dr. Wayne Clough**, president of Georgia Institute of Technology will then moderate a panel discussion – Our Nation, Our State, Our Businesses – Why Sustainable Water Management Matters and What We Can Do to Achieve It. Five panelists will participate in the panel discussion:

- **Jeff R. Garwood**, president and CEO, GE Water & Process Technologies;
- **Gregory J. Koch**, P. E., managing director, Global Water Stewardship, Environment & Water Resources, The Coca-Cola Company;
- **Dr. Carol A. Couch**, director, Environmental Protection Division, Georgia Department of Natural Resources;
- **David M. Kubala**, environmental affairs manager, Cherokee County Water & Sewerage Authority;
- **Jack Dozier**, executive director, Georgia Association of Water Professionals

U.S. Representative John Linder (R-Georgia) will serve as keynote speaker for the luncheon, giving remarks on H.R. 135, the "21st Century Water Commission Act of 2007."

Georgia's water challenges are a long-term threat to the economy of Georgia and metro Atlanta. The ever-receding water levels at both Lake Allatoona and Lake Lanier in Georgia are pushing drinking water suppliers toward extraordinary measures to keep metro Atlanta's drinking water flowing and fit to drink. Metro Atlanta is home to more than half of the state's population—over 5 million people. The population has doubled over the past 20 years, and if the trend continues, an additional 2.3 million people may call Metro Atlanta home by 2030.

"Addressing water scarcity calls for a multi-disciplinary approach that maximizes economic and social interests without compromising the sustainability of water sources," says Jeff Garwood, president & CEO, GE Water & Process Technologies. "GE is committed to working with key stakeholders in Georgia to address water scarcity and its challenges."

“Today, we are bringing together some of the greatest thought leaders in government and business to talk about short-and long-term strategies for Georgia’s water shortage” said Sam A. Williams, president of the Metro Atlanta Chamber of Commerce. “While short-term measures are needed to address the immediate drought crisis, the drought emphasizes the need for a long-term comprehensive statewide water plan.”

Over 200 businesses, community and industry leaders will have the opportunity to listen to one of four breakout sessions in the afternoon session. Topics of discussion include: Technologies for Industrial Water Reuse; Economic, Environmental and Social Value of Water Reuse; Onsite water reuse strategies for Green Building; and Best Practices for Municipal Water Conservation and Replenishment. These interactive sessions will explore short- and long-term sustainable water strategies.

Water scarcity is a significant global problem today and the global crisis is only expected to grow over the next 20 years. According to the 2006 UN World Water Development Report, many parts of the world’s water supplies are decreasing and water quality is worsening – all while demand is growing at an unprecedented rate. The solution starts at the local level by involving the right people, discussing potential short and long-term solutions and acting on them.

For more information about the Forum visit www.ge.com/qwsf.

About GE

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 the company’s Web site at <http://www.ge.com>.

About GE Water & Process Technologies

A world leader in water, water reuse, wastewater treatment and process solutions, GE Water & Process Technologies brings the best technologies to enhance our customers’ efficiency while protecting our environment. GE offers the broadest portfolio of water and process technologies, including: separation equipment; membrane & filtration technology; diagnostic tools; specialty chemicals; mobile water capabilities; service; and financing. GE is your single source no matter what your water or process need. GE is committed to develop and bring to market technologies that promote energy efficiency, lower harmful emissions, increase supplies of water, and reduce our use of fossil fuel—it’s called ecomagination. For more information visit www.ge.com/water.

About the Metro Atlanta Chamber of Commerce

The Metro Atlanta Chamber of Commerce – with our 4,000 member companies that collectively employ more than 700,000 workers – is a catalyst for a vibrant metro region. Over the last 140 years, the Chamber has been bringing the region’s leaders together to tackle the issues that matter most to the business community: quality jobs and quality of life.

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