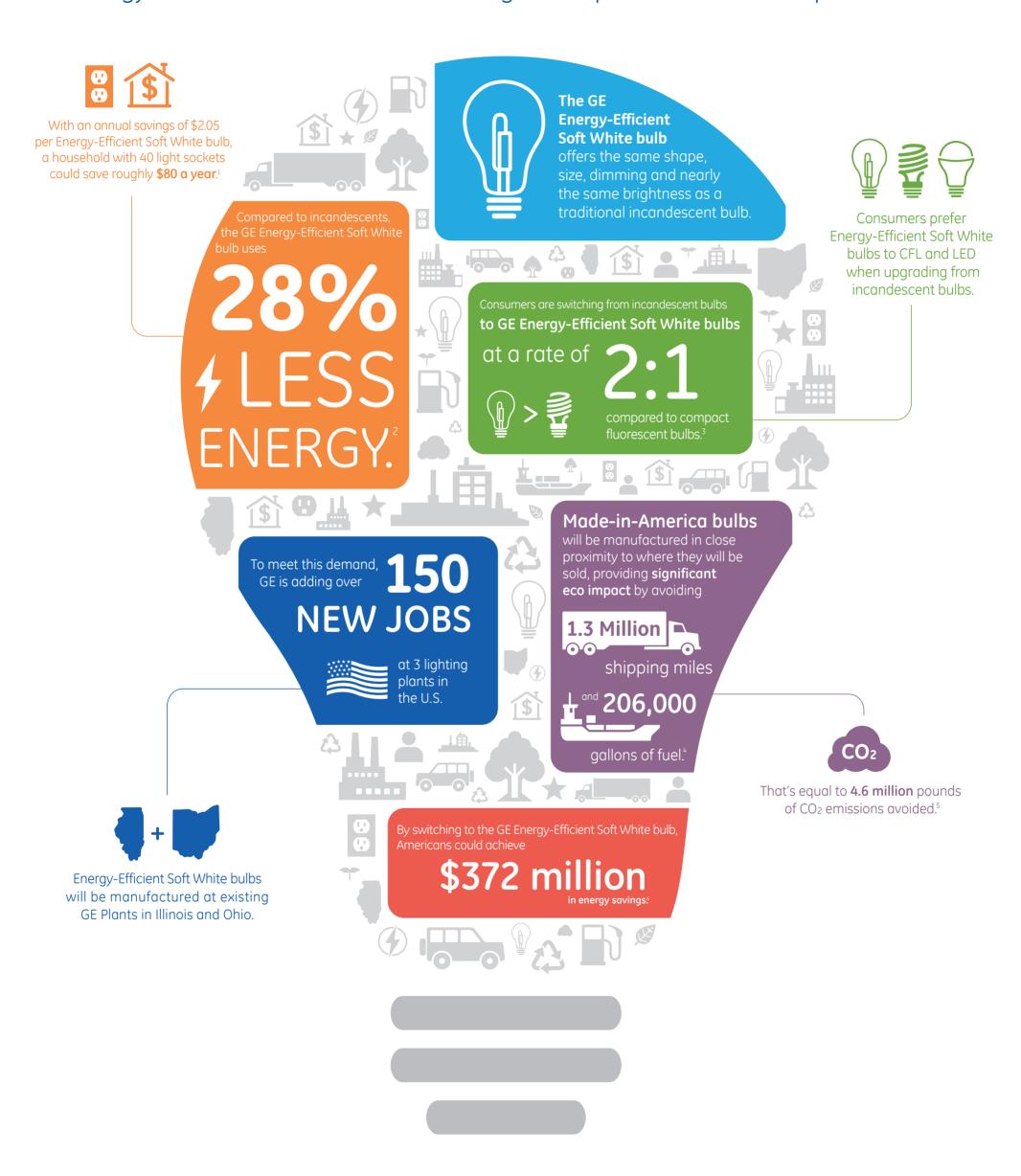
Not Gone. Just Better.

In light of higher federal efficiency standards, consumers are searching for alternatives to incandescent bulbs, and GE is delivering American-made, Energy-Efficient Soft White bulbs with great improvements and impact.





To learn more about GE Energy-Efficient Soft White bulbs, visit www.GELighting.com/EESW.

- 1. According to the National Electrical Manufacturers Association, the average U.S. household has 40 sockets. Energy savings is based on 60-watt equivalent (43-watt Energy-Efficient Soft White) with 3 hours of operation per day at \$.11/kWh. 2. While almost as bright as an incandescent bulb, this technology requires significantly less energy—up to 28% less. 3. 2013 compared to 2012. Source: Nielsen.

- 4. Calculations based on GE Lighting plant and warehouse locations and dock locations.
 5. CO2 emissions avoided include land and ocean freight.
 6. Energy savings are based on estimated quantities and assume that all the Energy-Efficient Soft White bulbs are 43-watt Energy-Efficient Soft White (60-watt replacement) bulbs.