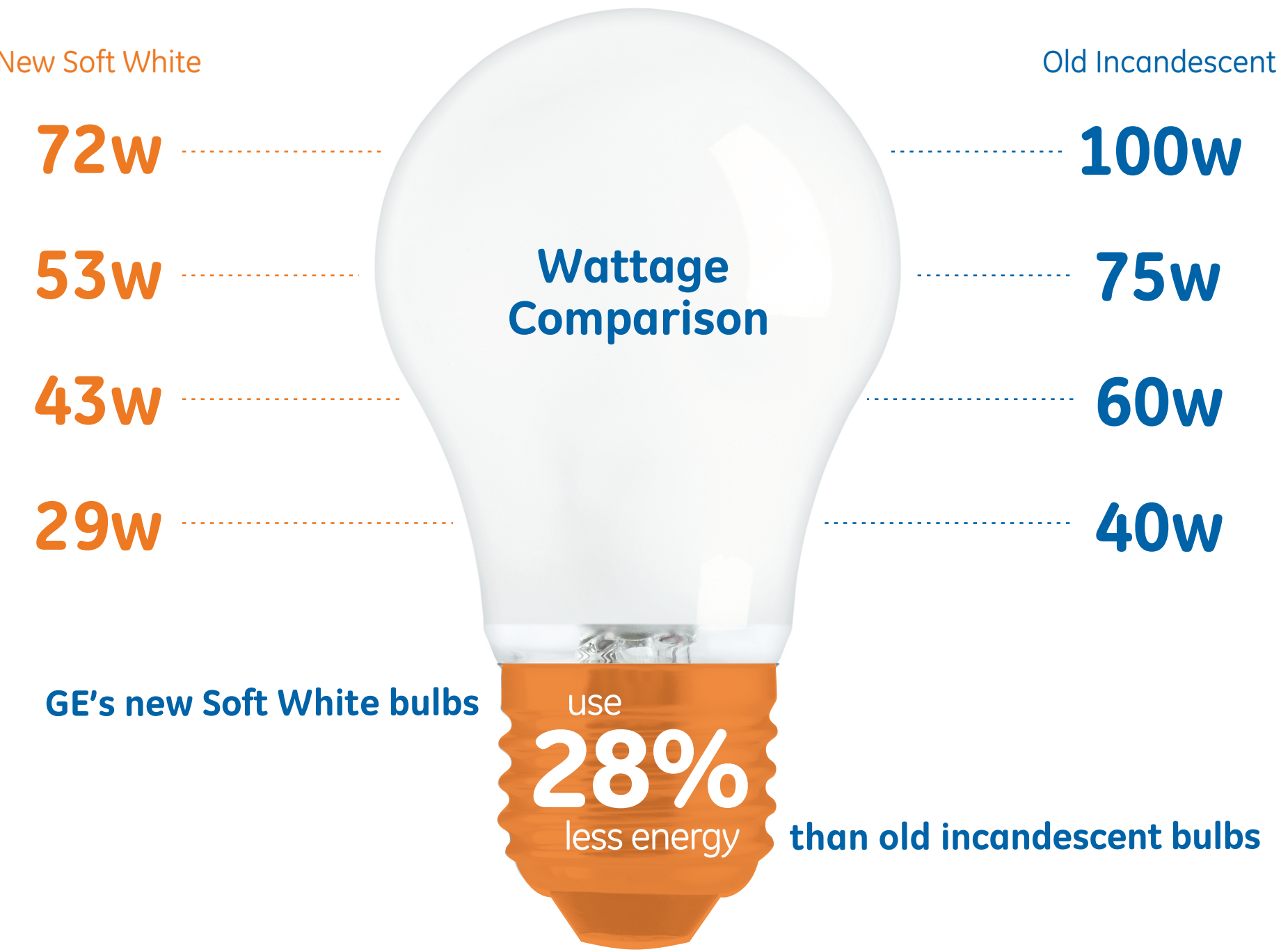


# The Incandescent Isn't Gone—It's Just More Energy Efficient!

With new federal efficiency standards in place, most incandescent lighting retail inventories will sell out soon as consumers search for alternatives to old incandescent bulbs. GE has the bulbs people are looking for—cost-effective and energy-saving Soft White bulbs. They're the practical choice for millions of consumers.



These bulbs use less energy than incandescent modified spectrum bulbs while providing nearly the same light output.

## Compared to incandescent bulbs, Soft White bulbs are similar in:

### Size & Shape



GE's Soft White bulbs will fit most standard fixtures, including enclosed ceiling fixtures, and table & floor lamps.

### Light Appearance



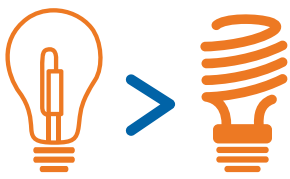
GE's Soft White bulbs provide warm, pleasing everyday light.

### Dimming Capabilities



Full range of dimmability down to 1% so incandescent lovers can still enjoy the warm, candle-like glow.

## A few numbers help shape the GE Soft White story:



When compared from 2012 to 2013, Consumers switched to **GE's Soft White bulbs** at a rate of **2:1** compared to compact fluorescent bulbs

Source:Nelson



The annual savings of a household that replaces forty 60-watt incandescent bulbs with forty **43-watt GE Soft White bulbs**



**.9 years** the lifespan of a regular Soft White

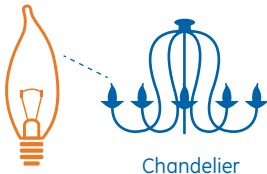


**1.8 years** the lifespan of GE's new LONG-LIFE SOFT WHITE

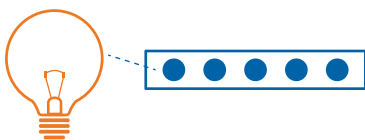
**2X<sup>THE</sup> LIFE** based on three hours of usage per day and an 11c/kWh electricity rate

## But there are always a few exemptions to the rule:

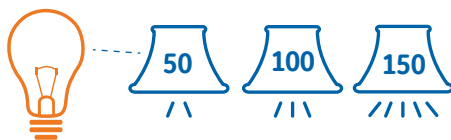
**Decorative, globe under 60-watt and all three-way incandescent bulbs** are exempt from the new federal efficiency standards.



Chandelier



Bathroom Vanity



Three-Way Lamps



To learn more about GE's Soft White bulbs, visit **GELighting.com/EESW**