



GE LAUNCHES ECOMAGINATION LEADERSHIP AWARD IN EUROPE

Award Winners Are Applauded for their Outstanding Environmental, Conservation and Societal Contributions

For Immediate Release:

GARCHING, GERMANY – July 7, 2005 - GE Infrastructure, Water & Process Technologies, a unit of General Electric Company (NYSE: GE), launched Europe's inaugural ecomagination Leadership Awards last week. The award honors the top one percent of GE customers in Europe for their efforts to conserve water, reduce energy, and lessen green house gas emissions – while simultaneously reducing operating costs and increasing productivity. The award commends the winners for striking a positive balance between today's industrial and environmental challenges.

"By taking advantage of technologies that meet industrial and environmental challenges head-on, the winners bettered their companies and the environment," said George Oliver, CEO of GE Infrastructure, Water & Process Technologies who handed out the awards.

"Each day 1.1 billion people do not have access to safe, usable water. Applauding the award winners for their insight and earnest effort in meeting today's serious environmental challenges is not only right, it is a necessary step forward," thus says John van Osch, General Manager Europe, Middle-East and Africa.

At GE's Global Research Center in Garching, George Oliver and John van Osch joined the award recipients for the ecomagination Leadership Award ceremony. The award winners, who were selected out of thousands of GE customers, include: Pfizer, Morpeth; Millenium Inorganic Chemicals; Arcelor Planos Sagunto; and Papelera del Ebro, S.A. In addition to purposefully confronting environmental challenges, the winners addressed health and safety concerns; increased productivity and efficiency; and reduced energy use and operating costs.

The ceremony followed General Electric Company Chairman and CEO Jeff Immelt 's outline of Europe-specific aspects of the company's innovative **ecomagination** initiative, which is designed to bring to market new technologies that will help customers meet increasing global environmental challenges and stimulate GE's continued growth.

At GE's company-wide ecomagination launch in May, GE Infrastructure, Water & Process Technologies showcased two environmentally friendly products that meet GE's ecomagination criteria. The products aid the potable, industrial and agriculture industries in meeting their needs while also achieving regulatory compliance

and minimizing environmental impacts. GE, Infrastructure, Water & Process Technologies' ecomagination products include:

GE's Water Scarcity Solutions:

- By tapping into new sources of water, GE's Water Scarcity solutions remove saline from brackish and seawater -- producing fresh, usable water for drinking, irrigation and industrial uses, which lessens stress placed on limited sources of fresh water as well as dependence placed on environmental factors, like irregular rainfall.

Advanced Membrane and Separation Solutions Technologies:

- GE's Advanced Membrane and Separation Solutions produces customized, clean, usable water that benefits a wide-range of industries. Industry depends on water as its lifeblood. GE's Advanced Membrane and Separation Solutions Technologies help industries, like the pharmaceutical, manufacturing and beverage, increase productivity, reduce energy and overall costs -- all while striking a positive balance between industrial and environmental needs.

For more information on the ecomagination Leadership Awards or on GE's Water Scarcity Solutions, please visit www.gewater.com.

GE Infrastructure, Water & Process Technologies

GE Infrastructure, Water & Process Technologies, a unit of General Electric Company, is an industry leader in solving the world's most pressing water reuse, industrial, irrigation, municipal, and drinking water needs. Through desalination, advanced membrane, separation solutions, and water reuse and wastewater management and process technologies, GE delivers added value to its customers. By improving performance and product quality, reducing operating costs, and extending equipment life through a broad range of products and services that are designed to optimize total performance; protect customers' assets; prevent fouling and scaling; and safeguard the environment through water conservation and energy reduction. For more information on GE Infrastructure, Water & Process Technologies, visit www.gewater.com.

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