



PRESS RELEASE

GE ANNOUNCES WORLD WATER TOUR

***Tour Brings Industry Experts & Users Together to Discuss Solutions
To Meet Regulations & Cut Costs, Energy & Water Use***

For Immediate Release:

TREVOSE, PA (March 15, 2007) — GE Water & Process Technologies, a unit of General Electric Company (NY SE: GE), today announced its upcoming World Water Tour, a series of seminars, which will bring water industry experts and industrial water users together to discuss best practices and solutions capable of meeting industry's growing need to minimize operational costs, create sustainable supplies of quality water, decrease energy consumption and meet increasingly stringent regulatory requirements. The 14-city tour will focus on best practices proven in balancing the competitive business and environmental demands that often face industrial water users, especially those located in regions confronting water quality and scarcity challenges.

"Some of industries costliest mandates are regulatory compliancy, as well as, water and energy use," said Jeff Garwood, president and CEO, GE Water & Process Technologies. "Experts will discuss ways industries can better meet business demands and improve productivity through solutions that can cut operational costs. And in competitive marketplaces, this can be an invaluable asset."

Currently, industries consume as much as 22% of the world's water. In developed countries, industrial water use is as high as 59% -- and rising. For industrial water users in areas that lack access to adequate supplies of quality water, and often infrastructure too, creating a sustainable and dependable source of water can offer security, independence and increased opportunity for growth. In addition, according to the UN Department of Economic and Social Affairs, Division for Sustainable Development there are also environmental benefits to be reaped, "Through more efficient production processes, preventive strategies, cleaner production technologies and procedures throughout the product life cycle (...) the policies and operations of business and industry (...) can play a major role in reducing impacts on resource use and the environment."

GE Water & Process Technologies' World Water Tour will touch on challenges that can often arise during industrial processes, such as: washing, diluting, cooling, transporting, processing, fabricating products, sanitizing facilities, and producing commodities such as, refined petroleum, chemicals, food, paper and primary metals.

2007 World Water Tour

Locations and Schedule

Las Vegas, NV, USA	May 2-4
Houston, TX, USA	May 9-11
Monterrey, Mexico	May 16-18
Chicago, IL, USA	June 6-8

Atlanta, GA, USA	June 13-15
Edmonton, Canada	June 20-22
Santiago, Chile	August 8-10
Melbourne, Australia	August 22-24
Barcelona, Spain	September 5-7
Mumbai, India	Fall 2007
Bangalore, India	Fall 2007
Shanghai, China	Fall 2007
Beijing, China	Fall 2007
Dubai, UAE	Winter 2007

GE Water & Process Technologies has one of the broadest offerings of industrial water, water reuse, water scarcity, and process treatment solutions available. GE's portfolio improves productivity; optimizes critical plant life and performance; increases process uptime; cuts costs and reduces waste.

For more information on GE's World Water Tour, please visit www.gewater.com.

ABOUT GE WATER & PROCESS TECHNOLOGIES

GE Water & Process Technologies, a unit of General Electric Company, is solving some of the world's most pressing water challenges by providing industrial, agricultural and potable water, while lessening our dependence on fresh water sources. Technologies to accomplish this include desalination, advanced membrane, separation solutions, and water reuse and wastewater management and process technologies. GE delivers value to customers by improving performance and product quality, reducing operating costs and extending equipment life. For more information on GE Water & Process Technologies, visit www.gewater.com.

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