



PRESS RELEASE

GE'S WORLD WATER TOUR KICKS OFF IN LAS VEGAS: GUEST SPEAKERS FROM EPA AND SOUTHERN NEVADA WATER AUTHORITY TO DISCUSS WATER CHALLENGES & SOLUTIONS

For Immediate Release

TREVOSE, PA (MAY 2, 2007) — Michael Deane, U.S. Environmental Protection Agency (EPA) Senior Policy Advisor, Infrastructure Finance and Kay Brothers, Deputy General Manager of Engineering and Operations for the Southern Nevada Water Authority (SNWA) will be keynote speakers at the first stop of GE's World Water Tour in Las Vegas Nevada on May 3, 2007. The World Water Tour, presented by GE Water & Process Technologies, a unit of General Electric Company (NYSE:GE), is a 14-city seminar series that addresses water scarcity challenges and offers technology solutions and best practices that industry, municipalities, and land developers can use to create sustainable new water supplies from previously unusable wastewater streams.

Deane will provide insight into the EPA's Sustainable Infrastructure Initiative, which aims to redefine how the nation views, values, manages and invests in its water infrastructure. His presentation will reveal how collaborative efforts can build sustainable infrastructure through a Four Pillars approach—better management of water and wastewater utilities, rates that reflect the full cost of services, efficient water use, and watershed approaches to protection. Deane will also share examples of EPA initiatives in support of water reuse such as funding to the National Database of Water Reuse Facilities, and recent updates to the EPA's Guidelines for Water Reuse, which is being used by many states to update standards and requirements for water reuse.

Nevada, along with several other states in southwestern United States faces serious water challenges as continued drought and growing populations strain water supplies from groundwater sources and the Colorado River. Water management strategies are increasingly focusing on securing and sustaining adequate supplies to meet the current and the anticipated future demand. An example is the recent signing of a memorandum of understanding between New Mexico State University and GE to focus on technology breakthroughs that can solve water scarcity problems in New Mexico, throughout the southwest, and around the world.

Brothers will add a local perspective from the SNWA to the discussion and will examine the specific water challenges that businesses and residents face in Nevada, which is not only one of the driest, but also one of the fastest growing regions of the United States. During her presentation, titled "Water



Sustainability Direction in Your Region,” Brothers will discuss SNWA programs that support water reuse, the rationale behind them, and the role that these progressive initiatives can play in using water reuse technology to alleviate water scarcity.

Following the premiere in Las Vegas, the World Water Tour continues with several more stops in North America including Houston, Texas, May 9-11; Monterrey, Mexico, May 16-18; and others, before heading for water scarce regions on each of the continents. For more information about the World Water Tour, the full schedule of stops, and speakers, visit www.ge.com/water.

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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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