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FOR IMMEDIATE RELEASE

**GE MONEY MORTGAGES RECOGNIZED BY
CANADIAN MARKETING ASSOCIATION**

Marketing of One Plus Mortgage seen to be among the best in the industry

Mississauga, Ontario - At its recent annual awards gala in Toronto, the Canadian Marketing Association recognized GE Money Mortgages with an award of merit for the marketing efforts associated with its One Plus mortgage, a new product in a relatively new industry segment in Canada.

Launched using a combination of email, print and web communications to target mortgage brokers, the One Plus marketing campaign was designed to motivate brokers to take advantage of this offering for their clients, providing incentives such as double commissions, a chance to win a trip to Germany for the recent World Cup and other weekly prizes. The images and copy were designed to be simple, impactful and visually appealing, remaining consistent with GE's overall brand strategy.

The introduction of the One Plus mortgage coincides with GE Money's entry into the mortgage market in Canada. The product, designed for those with less traditional credit histories, offers a competitive rate, up to a 40-year amortization, an initial one-year term and manageable payments. The product is designed to allow customers to move to a more traditional mortgage, should their credit situation change.

"The marketing of the One Plus product was key to its early success," said GE Money Mortgages President Rick Lunny. "A straightforward approach was exactly what we needed."

"This campaign exceeded all of our objectives," said Laura Forester, GE Money Mortgages' marketing manager, who worked with Toronto advertising agency FUSE Marketing Group on the project. "We appreciate this recognition by the Canadian Marketing Association."

Over the past year, GE Money has unveiled its mortgage products, aimed at the non-prime market, touting a unique blend of speed, simplicity and consistency. Offered via brokers, the company expects to be offering mortgages nationally by the end of 2006.

Brokers interested in finding out more about GE Money Mortgages should visit the GE Money website at www.gemoney.ca.

About GE Money

With more than \$163 billion in assets, GE Money, a unit of General Electric Company, is a leading provider of credit services to consumers, retailers and auto dealers in 50 countries around the world. GE Money Canada provides private label credit card and MasterCard programs to consumers, and lending options for retailers in key industries across the country. GE Money also is a provider of alternative residential mortgages. More information can be found at www.gemoney.ca.

GE is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

In Canada, GE has more than 10,000 employees, 19 major manufacturing plants and more than 150 sales and service locations across the country.

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