



### GE LIGHTING OFFERS FIVE SIMPLE TIPS FOR SAVING ENERGY AND MONEY

Earth Day will be celebrated around the world on April 22, and every year on this date, the media, governments, civil groups and environmental organizations remind us about the importance of environmental conservation. According to experts at GE Lighting, a division of GE Consumer & Industrial, nearly 20 percent of the electricity produced on our planet is used for lighting purposes. Unfortunately, a large part of this energy is wasted, either due to bad consumer habits or because 70 percent of the lighting products we use rely on are old technologies. The good news is that it doesn't take much to reduce energy consumption, contribute to the environment and save on electric bills.

These five simple tips can help you reduce energy use when lighting our homes and offices:

1. By far, the simplest step a person can take to cut back on energy use in a home or office is to replace incandescent bulbs with compact fluorescents. Replacing a single old bulb with a high-efficiency fluorescent could save you more than 80 percent on energy during the life of the bulb. Imagine how much electricity you can save if you replaced five, 10 or 15 bulbs in your home or office. And the best part, according to GE Lighting experts, is that fluorescent bulbs provide the same amount of illumination, use four times less energy and last up to 12 times longer than incandescent bulbs.
2. Paint the inside of your home or office in light colors, as they reflect light and allow you to illuminate indoor spaces while using far less energy. Where artificial light is needed, look for lamps and lighting systems made with materials that reflect and distribute light effectively instead of absorbing it. GE Lighting experts recommend using luminaries that have a luminous flow or lighting coefficient between .33 and .50 for small spaces and .55 and .80 for large spaces.
3. Open the curtains or blinds during the day to let in the sun and close them at night to stop heat from escaping. In office environments, use the areas closest to windows for activities requiring the most illumination, such as computer work or accounting, and reserve less well-lit spaces for temporary activities (employee conferences or client meetings). When you have to use artificial lights, use only as many as you need; remember that too much artificial light in a home or office produces excessive glare that is as bad for your eyes, and means spending more on energy! So reduce the wattage of your bulbs, use lamps instead of overhead lighting, install automatic lighting controls and turn off the lights when you leave a room.
4. Buy lighting products, home appliances and office equipment that are certified energy efficient. For example, in the United States the *Energy Star* certification (marked with a star symbol) is available for more than 30 types of products and guarantees efficient energy use. Lighting products certified energy efficient can save up to 75 percent of energy in your home or office. The same is true of appliances, office equipment and other products with this distinction.
5. For outdoor lighting, choose systems equipped with sensors that turn on only at night or when someone approaches. Motion detectors can help you save even more on energy and reduce electricity bills for your home or business.

It's easy to save energy and money by making small changes to daily habits and lighting choices. GE Lighting invites you to do even more to help the environment when your bulbs burn out: recycle fluorescent bulbs instead of throwing them out! This is another small step you can take to help create a better world.

### **About GE Consumer & Industrial**

GE Consumer & Industrial spans the globe as an industry leader in major appliance, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and ecomagination<sup>SM</sup> a GE initiative to aggressively bring to market new technologies that help customers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. A subsidiary of GE Corporation, General Electric (NYSE: GE), imagination at work, sells products under the Monogram®, Profile™ GE®, Hotpoint®, SmartWater™, Reveal® and Energy Smart® consumer brands, and Entellisys®, Tetra®, Vio™ and Immersion® commercial brands.

### **About Ecomagination**

Ecomagination is a business initiative to help meet customers' demand for more energy-efficient products and to drive reliable growth for GE — growth that delivers for investors long term. Ecomagination also reflects GE's commitment to invest in a future that creates innovative solutions to environmental challenges and delivers valuable products and services to customers while generating profitable growth for the Company.

### **About Consumer & Industrial in Latin America**

Globally, GE Consumer & Industrial is comprised of two operating units - Appliances and Lighting & Industrial. In Latin America and the Caribbean, GE Consumer & Industrial is comprised of 1,500 employees and its products are present in 25 countries and territories. The company's Lighting & Industrial business is dedicated to the manufacturing and commercialization of GE's lighting and electrical distribution products, and supports the region's most vital industries, including mining, oil and gas, hospitality, retail, residential and commercial construction. In 2008, GE Consumer & Industrial launched 350 new products in Latin America and the Caribbean, and plans to keep a similar momentum in 2009.

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