



GE makes donation to the people of L'Aquila

- **increases access to healthcare, donating ten of the latest GE healthymagination compact ultrasound systems**
- **provides entertainment to local residents through NBC Universal**

L'Aquila, ITALY, 1 July 2009. Today GE made a donation of healthcare technology to the people of L'Aquila. GE Chairman and CEO Jeffrey Immelt was in L'Aquila to hand over the Venue 40, GE Healthcare's latest breakthrough compact ultrasound system, he was joined by the Vice Minister of Health, Ferruccio Fazio, the Chief of the local health authority, Roberto Marzetti, the Extraordinary Commissioner of the Red Cross, Francesco Rocca, and local authorities. In addition, NBC Universal, the media business of the GE Group also donated three mobile movie theatres to the city of L'Aquila. Each tent is fully equipped with home theatre, satellite and digital TV to screen films and TV programmes to local residents.

GE will donate a total of ten Venue 40 ultrasound systems to the local health authority of L'Aquila, allowing clinicians to more easily perform real-time rapid diagnostics, helping to ensure earlier, more accurate diagnosis at the point-of-care.

In addition to the product donations, GE's employees in Italy also contributed funds to support the people of the Abruzzo region. The funding was matched by the GE Foundation.

Giuseppe Recchi, GE National Executive for South East Europe, said "Exceptional imaging and portability are features that will make the Venue 40 of great clinical value when having to care for patients in emergency situations or in areas that can not be reached easily. With this donation GE aims to support the people of the Abruzzo region by increasing access to better quality healthcare".

In line with the company's "healthymagination" business strategy, the Venue 40 emerges as the first product in GE Healthcare's new Venue product line, featuring ultrasound advancements to improve quality, increase access and help lower healthcare costs. Its entire interface is an intuitive touch screen. This, along with pre-configured applications for multiple care areas and user-friendly image file formats, allows clinicians to work more efficiently at the bedside of patients.

In May, GE Healthcare announced it will spend \$3 billion over the next six years to develop 100 healthcare innovations aimed at delivering better care to more people, at lower cost. The company will also commit \$2 billion of financing for healthcare IT and access in rural and underserved areas, and \$1 billion in related GE technology, content and partnerships to drive medical information technology. These investments totalling \$6 billion are the foundation of

GE's "healthymagination" initiative, which is a global commitment to reduce costs, improve quality, and expand access for millions of people.

Joining Jeff Immelt was Eddie Cunningham, President of Universal Pictures International Entertainment. NBC Universal's Italian businesses donated three large tents fully equipped with sophisticated projection devices to screen titles from the Universal Pictures library as well as satellite and digital TV showing NBCU's TV content. The mobile theatres were set up with the support of the Italian Red Cross in the camps of Collemaggio, San Gregorio and Centicolella. Each tent is provided with air conditioning, hosting up to 100 people and will show over 300 DVDs of films and TV series which have been donated for the benefit of the inhabitants of the camps.

An event was organised specifically for the children and was attended by several Italian actors, including artists of the films and TV series distributed by NBC Universal. Many artists took part to show their support, including: Raoul Bova, Claudio Gioè, Alessandra Mastronardi, Carolina Crescentini, Filippo Nigro, Luca Argentero and of course Topino Despereaux, from the animated feature "Tale of Despereaux", the first film to screen in the mobile theatre on 1st July.

About GE

GE (NYSE: GE) is a diversified global infrastructure, finance and media company that is built to meet essential world needs. From energy, water, transportation and health to access to money and information, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. GE is Imagination at Work.

About GE Healthcare

GE Healthcare provides revolutionary medical technologies and services which open a new era in patient care. Our rich expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems new drug development, and biopharmaceutical manufacturing technologies, performance improvement, and performance solutions, is helping our customers provide healthcare to more patients around the world, at lower cost. Moreover, working jointly with leaders of the health sector, we do all possible to contribute to a change in world policies, necessary to ensure installation of durable health systems.

As part of its vision of the future, "Healthymagination", the Company invites actors in the entire world to support its initiatives, which aim at continuously developing innovations to reduce cost, to facilitate access to healthcare and to improve the quality and effectiveness of its products throughout the world.

Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries.

About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

Press Contacts:

Close to Media (ufficio stampa GE in Italia)
02 70006237

Francesca Valagussa 335 8484706
francesca.valagussa@closetomedia.it
Diego Rancati 348 0990515
diego.rancati@closetomedia.it