



GE Capital



STEP AHEAD.

GE Capital, Utah Microenterprise Loan Fund and the Women's Business Institute at Salt Lake Community College Launch New Program to provide Funding and Training for Women Owned Businesses

Salt Lake City, Utah- July 8, 2010 -- GE Capital, in partnership with the Utah Microenterprise Loan Fund (UMLF) and the Women's Business Institute, has launched the first Banking on Women™ Project in the U.S. The program, part of GE Capital's In the Community for the Community initiative, fosters job creation by supporting women entrepreneurs -- providing specialized training, GE business mentorship and access to finance to enable women to jump-start their own businesses.

"According to the U.S. Small Business Administration, small companies account for 64% of new jobs over the last 15 years," said Rep. Jim Matheson. "It can be challenging for small business owners, however, to secure financing and to access the training and expertise necessary for long-term success. "

Banking on Women reaches over 30,000 women in nine countries, working with local community partners to provide financial literacy and small business/entrepreneurship training for women. Through Banking on Women, GE Capital leverages its employee experts and track record of innovation to support the next generation of women entrepreneurs.

"GE Capital is developing solutions that will help women access the tools they need-- making it possible to create new jobs and enrich our community," says Tim Carfi, president and CEO of GE Capital Financial, a division of GE Capital. "From our local lending and investment programs to our employees volunteerism, we are not only committed to serving the Salt Lake community but to be a force for good within it."

GE Capital will work with the Utah Microenterprise Loan Fund and the Women's Business Institute to:

- Offer training and support through the "First Step Fast Trac" program;
- Match participants with mentorship opportunities offered by program partners;
- Provide access to microenterprise loans for approved program participants;
- Raise awareness for opportunities for women in the larger Salt Lake community.

"Small business ownership provides women an opportunity to increase their income, assets, and net worth, and leads to an increase in self-esteem and greater involvement in their communities," says Kathy Ricci, CEO and executive director of the UMLF. "As a result, women can become more self-sufficient and improve the quality of their life for themselves and their families."

About GE Capital:

GE Capital is one of the world's largest providers of credit. For over one million businesses, large and small, GE Capital provides financing to purchase, lease and distribute equipment, as well as capital for real estate and corporate acquisitions, refinancings and restructurings. For our 100+ million consumer customers, GE Capital offers credit cards, retail sales finance programs, home, car and personal loans and credit insurance. For more information, visit gecapital.com or follow company news via Twitter (@GECapitalNews).