

For Immediate Release

**Primo International Introduces GE Commercial Finance Program
To Drive Retailer Sales, Enhance Cash Flow**

HOFFMAN ESTATES, IL, Nov. 21, 2005 – Primo International, makers of quality mattresses and furniture, is now offering a new financial program that gives its retailers a 90-day, interest free financing period for goods ordered either from local warehouses or in container lots from overseas. The innovative program was established by GE Commercial Finance to enhance retailer cash flow and drive growth in the furniture industry.

“The extended repayment terms will free up a retailer’s cash, allowing them to have greater purchasing power,” said George Itzkovitz, President and CEO of Primo International. “The terms will also allow our retailers to have a period of time with our products on their floor before payment is due.”

Through its Commercial Distribution Finance (CDF) unit, GE developed new financing programs in response to furniture industry demand for financial tools that will assist retailers who are looking to grow their sales by leveraging longer financing periods.

“Primo International is enabling retailers to stock more products as close to the customer as possible,” said Bill Baptiste, CDF’s Furniture business leader for the U.S. market. “The 90-day financing program offers an innovative financial solution to drive furniture industry revenue and growth.”

About Primo International

Primo International, based in Montreal, Quebec, was founded as a mattress manufacturer in 1967 by Hyman Itzkovitz. The company grew steadily through the early eighties when it began importing fully finished products from Europe and Taiwan. As Primo’s rapid growth continued, alliances were formed in China, Thailand, Malaysia and Vietnam. Today, Primo not only buys, but also sells in many countries around the world.

Along with cutting edge products, experienced service personnel, and fully staffed

(more)

sales, quality, marketing and logistics departments, the company continues to add the top retailers in the industry to its client base. Product offerings include Leather Upholstery, Fabric Upholstery, Mattresses, Futons, Dining and Youth Furnishings. More information about Primo International can be found on the Internet at <http://www.primointernational.com>.

About Commercial Distribution Finance

Commercial Distribution Finance specializes in financing the movement of finished consumers goods throughout the distribution chain, serving more than 6,000 manufacturers who sell to over 40,000 retailers. Offerings include trade flow financing, inventory finance, accounts receivable financing, asset-based lending, private label financing, collateral management, e-commerce services and related financial products. For more information, visit CDF's web site at www.gecdf.com.

About GE Commercial Finance

GE Commercial Finance is the business-to-business finance unit of General Electric. With deep industry expertise and lending, leasing and financing services of every kind, GE Commercial Finance plays a key role in helping its customers grow. Conducting business in 35 countries, GE Commercial Finance has assets of over US \$230 billion and is headquartered in Stamford, Connecticut, USA.

General Electric (NYSE: 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.

###

Contacts:
Stan Lata
Commercial Distribution Finance
(847) 747 - 7548