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FOR IMMEDIATE RELEASE

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**GE CONTRIBUTES TO 'DISCOVER BOATING' INDUSTRYWIDE PROMOTION
INITIATIVE IN CANADA**

OAKVILLE, Ontario, June 20, 2005 – Two GE units are the latest members of the Canadian Marine Manufacturers Association (CMMA) to support the Discover Boating program in Canada. GE Money Canada and GE Commercial Distribution Finance Canada have contributed \$10,000 to the initiative.

"GE is proud to be a major contributor to the Discover Boating campaign," said Peter Kelley, president of GE Commercial Distribution Finance Canada. "As a committed business partner and supplier to the Marine industry for over 30 years, we firmly believe that we have a responsibility to our customers to take a leadership role to support this program that will further drive growth in the industry."

Stephen Motta, CEO of GE Money Canada, added, "We view the Discover Boating campaign as an integral piece of educating the public about the value, excitement and fun of boating. This is a tremendous opportunity to support a comprehensive approach to foster industry development and growth through the campaign and through participation in the CMMA."

GE's contribution will assist with the 2005 Discover Boating program, which includes a major public relations campaign, a national contest, advertising during the Tour de France and at various consumer events across Canada.

Discover Boating's mandate is to promote the boating lifestyle to the public and make it an enjoyable experience for the consumer.

“The voluntary contributions we receive from industry leaders such as GE are extremely important to sustain the growth of the recreational boating industry in Canada,” said Sandy Currie, program director for Discover Boating.

GE’s support is in addition to voluntary contributions received from Champion Boats Inc., Honda Canada Inc., Lund Boats Canada, Westwinn Group Corp. (Harbercraft), Mercury Marine Ltd., Volvo Penta Canada, Ltd., Princecraft Boats, Legend Boats, Yamaha Motor Canada Inc., Marine 1One and Internautic Marine Group.

The list of supporters for Canada’s Discover Boating program is updated on the www.DiscoverBoating.ca website. For information on contributing to the Discover Boating program, visit the Discover Boating website at www.DiscoverBoating.ca. Contributions can also be sent to Discover Boating, 243 North Service Road West, Suite 106, Oakville, ON L6M 3E5.

For more information, contact Program Director Sandy Currie at 905.845.4999, ext. 223.

The Discover Boating Partnership is a cooperative effort of the Association Maritime du Quebec, Atlantic Marine Trades Association, BC Marine Trades Association, Canadian Marine Manufacturers Association, Mid-Canada Marine Dealers Association, NMMA Canada and the Ontario Marine Operators Association. Our mandate is to increase participation in boating by actively promoting the boating lifestyle to the public, improving product quality and industry statistics, and improving the sales and service experience.

About GE Money and GE Consumer Finance

GE Money is the new consumer brand of GE Consumer Finance, which provides financial services solutions for many of the world’s top retailers and their customers.

With \$150 billion in assets, GE Consumer Finance, a unit of General Electric Company, is a leading provider of credit services to consumers, retailers and auto dealers in 47 countries around the world. GE Consumer Finance, based in Stamford, Conn. (USA), offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans and credit insurance. More information can be found online at www.geconsumerfinance.com.

About Commercial Distribution Finance Canada

Commercial Distribution Finance Canada (CDF) is a leading provider of specialized financing products and services for various industries, including electronics & appliances, powersports, marine, RV/manufactured housing, lawn & garden, technology, industrial products and musical instruments. Offerings include inventory financing, accounts receivable financing, asset-based lending, private label financing, inventory consignment, collateral management, e-commerce services and related financial products. CDF has operations worldwide. Additional information about CDF can be found online at www.gecdf.com.

About GE Commercial Finance

With approximately \$230 billion in assets and an expertise in the mid-market segment, GE Commercial Finance provides loans, operating leases, financing programs and innovative structured capital to help customers grow. A wholly owned subsidiary of the General Electric Company, GE Commercial Finance is headquartered in Stamford, Connecticut, USA.

GE (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.