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- *Glasgow Electric Plant Board (Glasgow EPB), Tennessee Valley Authority (TVA) and GE team up to help learn how modern appliances can help save energy.*
- *20 Glasgow EPB electricity customers will be selected for an innovative home-energy management pilot.*

**LOUISVILLE, KY – December 13, 2011 –** GE (NYSE: GE) and the Glasgow Electric Plant Board (Glasgow EPB) announced that 20 Glasgow EPB customers will receive the GE Profile™ suite of Brillion™-enabled appliances, the GE Nucleus™ energy manager with Brillion technology, and other smart devices as part of a pilot study to understand the effectiveness of smart appliances and home-energy management systems at reducing electricity peak load consumption.

“This pilot will help us assess how effective home-energy management (HEM) technologies, robust broadband networks, and various price incentives are in helping customers shift energy usage patterns,” said Billy Ray, CEO, Glasgow EPB. “The results will factor into our long-term planning, and our hope is that the results will help educate our customer base and the entire utility industry.”

The Tennessee Valley Authority (TVA) and the Glasgow Electric Plant Board (Glasgow EPB) will be given the GE Nucleus™ energy manager with Brillion technology as part of a pilot study to understand the effectiveness of smart appliances and home-energy management systems at reducing electricity peak load consumption.

As utilities look to manage “peak demand”—periods of high energy use that often occur only a few hours per day—one many are considering pricing structures and new technologies that incent and reward customers for using electricity during “off-peak” hours. The pilot will be testing GE’s exciting new products and various pricing structures to encourage energy efficiency and “off-peak” energy usage. Specifically, the 16- to 24-month pilot will assess and measure:

- Energy savings associated with Brillion-enabled appliances.
- Customer response to financial incentives that encourage off-peak energy use.
Overall energy savings as a result of near real-time energy usage data provided by the Nucleus energy manager.

Smart technologies—like GE’s Brillion-enabled appliances and Nucleus energy manager—can enable consumers to react to price incentives and utility load signals, helping them to reduce energy use and costs, without compromising their lifestyles.

“The technologies we’re installing in Glasgow are intended to empower consumers to make smarter choices about when and how they use energy,” said Dave McCalpin, general manager, home-energy management, GE Appliances. “By enabling people with smart appliances and near, real-time information on their home’s energy consumption, we’re confident our Brillion-enabled products can be effective tools in helping meet the energy goals of the TVA, the Glasgow EPB and of course, our pilot customers.”

The pilot program is being sponsored by Glasgow EPB, TVA, and GE Appliances.

Customers interested in participating can obtain an application online at http://www.glasgow-ky.com/appliance_form/ or from GEPB’s office at 100 Mallory Drive, Glasgow, Ky. For more information on GE’s Brillion-enabled home-energy management products, please visit: gebrillion.com

About Glasgow EPB
Glasgow EPB is the municipally owned electric power, cable television, and broadband services provider for the city of Glasgow, Kentucky. They have been doing research on the combination of electric power and broadband services for over twenty years and have already hosted a number of pilot and research projects which study the concept of proactively shaping the daily electric power usage of the customers in a community such that generation resources can be optimized and costs reduced. More on their ideas is available on their blog at http://rbg.glasgow-ky.com/.

About GE Appliances & Lighting
GE Appliances & Lighting spans the globe as an industry leader in major appliances, lighting, systems and services for commercial, industrial and residential use. Technology innovation and the company’s ecomagination (SM) initiative enable GE Appliances & Lighting to aggressively bring to market products and solutions that help customers meet pressing environmental challenges. General Electric (NYSE: GE), imagination at work, sells products under the Monogram®, Profile™, Café™, GE®, Hotpoint®, Reveal® and Energy Smart® consumer brands, and Tetra®, Vio™ and Immersion® commercial brands. For more information, consumers may visit www.ge.com.