



GE Energy

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## News Release

### GE Revises Event Fabrics Brand Strategy

*Full-range ePTFE fabric product line returns focus to customers' brands*

KANSAS CITY, MO.—July 21, 2009—GE today announced it will implement a new strategy that focuses the eVent™ brand, a line of breathable waterproof performance fabrics, to support customers' brands with a full range fabrics product line positioned as GE's eVent fabrics.

The new strategy shifts the focus away from fabric as an ingredient brand and allows customers to build their own brands and offerings into a variety of applications and price-points. This new approach will allow more customers to take advantage of a diverse set of eVent fabric products. In addition to eVent waterproof and eVent windproof fabric with Direct Venting™ technology, customers can now add new eVent protective bi-component fabric with Direct Diffusion™ technology to round out their offerings. The company also is developing new fabric technologies that will provide even more options for customers to add protection and functionality into gear and apparel.

With the new strategy, a wider range of products and technologies is available to manufacturers of apparel and footwear for the outdoor sports, military, public safety and industrial markets. Previously used as a stand-alone, consumer-facing brand, eVent fabrics now constitute a full spectrum of GE-branded ePTFE laminated fabric offerings to customers seeking to differentiate their products with advanced technology.

"We pursued what was primarily an ingredient brand strategy when the eVent fabrics brand was acquired in 2004," said Gary Pacilio, product general manager for GE's Filtration Technologies business. "The eVent fabrics strategy not only more accurately represents our broader role of providing leading products and technologies, but also aligns well to the GE master brand strategy."

"With the power of GE behind the eVent fabric product line, we are excited about the ability to drive a more refined and deeper focus on product delivery and operational excellence," said Pacilio. "It shifts our role from brand development to technology and product development and allows our customers more options to differentiate and build their own brands in their own channels."

#### About GE Energy

GE Energy ([www.ge.com/energy](http://www.ge.com/energy)) is one of the world's leading suppliers of power generation and energy delivery technologies, with 2008 revenue of \$29.3 billion. Based in Atlanta, Georgia, GE Energy works in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; and other alternative fuels. Numerous GE Energy products are certified under ecomagination, GE's corporate-wide initiative to aggressively bring to market new technologies that will help customers meet pressing environmental challenges.

## About GE

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. For more information, visit the company's Web site at <http://www.ge.com>. GE is Imagination at Work.

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