



GE Signs MaxPower Corp. as a Channel Partner for Its Critical Power Product Sales and Distribution

- *MaxPower Will Now Support and Resell GE's Uninterrupted Power Supply (UPS) Systems and Surge Protection Devices (SPD)*
- *Agreement Strengthens GE's Reach to U.S. Customers*

ATLANTA—September 27, 2012—Strengthening its reach in the United States, GE's Digital Energy business (NYSE: GE) today announced that it has entered into a national distributor agreement with MaxPower Corporation of Denver, Colo. Under the terms of the agreement, MaxPower will stock and resell GE's critical power products to U.S. customers. MaxPower actively sells to approximately 1,200 resellers for both Power and IT infrastructure, which in turn sell to an end-user customer base.

The agreement will allow MaxPower to distribute GE's UPS products and services and surge protection devices in the United States. MaxPower will be reselling GE's single-phase and three-phase UPS systems.

"MaxPower is an industry-leading UPS master distributor, which we feel will help us grow into the IT/facilities user base of customers," said Ray Prince, UPS segment leader, North America for GE's Digital Energy business. "This agreement will allow us to reestablish reseller relationships and build new ones. MaxPower's reputation is strong, making us confident that our U.S. customers will continue to receive the level of service and expertise on our proven technology and services for which GE is well known."

MaxPower is the largest master distributor of UPS systems in North America. Focused on growing the business of its reseller partners, MaxPower enables them to be cost-efficient, flexible and responsive to the needs of their customers. A network of regional sales teams and centralized technical teams offer added support, while same-day shipping on available stock that includes a wide range of UPS products allows each reseller to have access to increased product availability. MaxPower's power protection and critical infrastructure portfolio includes UPS systems, rack power distribution, modular data centers and portable cooling. For more information, visit <http://www.maxpowercorp.com>.

GE's Digital Energy business is a global leader in protection and control, communications, power sensing and power quality solutions. Its products and services increase the reliability of electrical power networks and critical equipment for utility, industrial and large commercial customers. From protecting and optimizing assets such as generators, transmission lines and motors, to ensuring secure wireless data transmission and providing uninterruptible power, GE's Digital Energy business delivers industry-leading technologies to solve the unique challenges of each customer. For more information, visit www.gedigitalenergy.com

.About GE

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance.

Building, powering, moving and curing the world. Not just imagining. Doing. GE works. For more information, visit the company's website at www.ge.com.

Follow GE's Digital Energy business on Twitter [@YourSmartGrid](https://twitter.com/YourSmartGrid).

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