



## GE - Appliances & Lighting Lighting

TO: GE Lighting Customers

DATE: June 29, 2011

RE: **The Price Increase Notification for August 1, 2011**

Due to continuing inflationary pressure in raw materials, specifically rare earth elements, the Lighting business of GE – Appliances & Lighting is confirming its previous general price increase announced on June 1, 2011, and we are further refining it due to the rare earth situation.

Rare earth elements are a critical component in the production of fluorescent lamps as well as GE Reveal<sup>®</sup> incandescent and halogen products. Costs for these elements have risen dramatically over the past several weeks and months as a result of escalating global demand and restricted supply across multiple industries, including lighting. We have implemented operational improvements aimed at mitigating these costs, but these actions are not enough to offset the significant increases in the rare earth marketplace.

As a result, linear and compact fluorescent products will increase an average of 25% and incandescent products will increase an average of 10%. Actual price increases will vary by product and the remainder of the lamp and ballast product line increases covered by the June 1, 2011 announcement will stay the same. As per the prior announcement, the effective date of this change is August 1, 2011. Also, GE may need to limit orders prior to the August 1<sup>st</sup> change based on market conditions.

Price schedules and agreements will now only be available to you electronically on Elitenet or via your GE sales representative beginning July 18<sup>th</sup>. To download the new schedules and agreements please visit [www.geelitenet.com](http://www.geelitenet.com). For customers who have not yet registered on Elitenet, please visit [www.geelitenet.com](http://www.geelitenet.com) and click "Register Here" to set up your User ID and profile, or contact your GE Sales representative for assistance.

Please share this information with your sales, purchasing, and information technology personnel as appropriate. Please refer any questions you may have regarding these changes to your local GE Sales representative.

A handwritten signature in black ink, appearing to read 'Todd Gilmore'.

Todd Gilmore  
General Manager  
C&I Lighting

A handwritten signature in black ink, appearing to read 'Bill Hickey'.

Bill Hickey  
Interim General Manager  
Consumer Lighting