

General Imaging™

For Immediate Release

High Fashion World Inspires New Exclusive Digital Camera Line Designer Jason Wu and General Imaging Collaborate to Develop New Line of Cameras for the Style Conscious Consumer

DIGITAL EXPERIENCE AT CES, LAS VEGAS (Jan. 6, 2010) – General Imaging (GIC) and Jason Wu, one of the most highly regarded designers in fashion, announced today an exclusive partnership to introduce a unique line of digital cameras. The collection represents Wu's unique approach to design and style combined with the latest features that GIC, the exclusive licensee of GE digital cameras, represents in camera performance and power.

Jason Wu, the 27-year-old designer who has gained international recognition dressing First Lady Michelle Obama, Diane Kruger, Drew Barrymore and other stylish women, will lend his design talents and fashion insight to GIC to influence the style and aesthetic design in their new line of point-and-shoot cameras.

“As a highly visual person, I love taking pictures of the many beautiful things I encounter in my everyday life which then often influence my designs. It seemed like a natural to partner with GIC on a camera that represents my style and passion for photography,” says Jason Wu.

Leveraging GIC's cutting-edge technical expertise and intimate understanding of how a large segment of consumers take pictures, the new designer point-and-shoot cameras will also offer the latest technology and features to make taking great pictures easy. GIC, the worldwide exclusive licensee for GE branded digital cameras, continues to further its promise in delivering smart, powerful cameras that combine all the features, functionality and technology of the latest digital cameras in an intuitive and easy-to-use body, infused with Wu's fashion-forward style.

“As a company focused on the makers and keepers of memories, we think it's important to express your individuality and sense of style with your camera, just as you do with the pictures you take,” says Paul Meyhoefer, General Imaging's vice president of Marketing and Product Planning. We're thrilled to partner with Jason Wu and see this opportunity as a way to extend his distinct sense of style and eye for fashion now in a digital camera.”

The new line of cameras will be introduced alongside Jason Wu's fall collection during New York Fashion Week in February.

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About General Imaging

Based in Torrance, Calif., General Imaging is the worldwide exclusive licensee for GE branded cameras. Unveiling its first cameras in March 2007, General Imaging has set a new precedent for high-quality, feature-rich cameras that offer excellent value.

For more information about the entire line of GE brand digital cameras or to browse the online store, please visit www.ge.com/digitalcameras.

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