



Big strides for a rookie

General Imaging turns 1 year old, rolls up its sleeves

No two ways about it – we’ve made a big splash in our first year.

A company that didn’t ship its first products until mid-2007 is becoming a recognized player in the global market for digital cameras.

With its line of GE digital cameras, General Imaging is making its mark – with style, quality and value – everywhere it goes. Our cameras are stocked by many of the most important retailers in North America (20,000 outlets already), from electronics specialists to big boxes, from drugstore chains to toy stores. We’re making big strides in Latin America, Europe and Asia.

Wired.com hailed us as “rookie of the year.” Digital Photographer asked, “What more could you ask for in such an affordable digicam?” The Boston Globe said: “A surprisingly rich little camera.” Picture Business praised the “solid digicam” that “has certainly packed in the features.” Our In-