



TO: GE Industrial Solutions Customers

DATE: **February 22, 2011**

RE: Price Increase Notification

Due to continuing increases in key commodity costs, most notably copper, steel, aluminum and petroleum, the Electrical products business within GE Industrial Solutions will implement a general price increase with the following effective dates:

| | |
|------------------------------------|-----------------------|
| New Project Quotations | March 14, 2011 |
| Existing Project Quotations | April 14, 2011 |
| Primary Agreements (SPAs) | April 29, 2011 |
| Secondary Agreements (SPAs) | April 29, 2011 |

This price increase applies to domestic and export end users, OEMs, distributors and retail customers. The price increase covers the following discount schedules: S-100, S-101, S-101A, S-105. Although actual increases will vary by GO schedule and/or product, the average increase is 10% for standard prices and Special Pricing Agreements (SPAs) and 10% for negotiated projects.

Regarding into stock Component products, all immediate release orders received by GE Industrial Solutions prior to 5:00 PM local time on Thursday, **April 28, 2011** will be invoiced at the current prices. Orders received after this date and time will be invoiced at the price in effect at the time of shipment.

As a reminder, project quotations are valid for 30 days. Any quotation greater than 30 days old should be referred to the GE IS salesperson providing the original quotation for review.

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 IS sales office.

Sincerely,

Gary Arnott
GM – North America Sales

Dale Wilson
Global Sales Leader