



e
GE - Appliances & Lighting
Lighting

TO: GE Lighting Customers

DATE: June 1, 2011

RE: **Price Increase Notification – Effective August 1, 2011**

Due to continuing inflationary pressure in raw materials, including rare earth elements and other costs, the Lighting business of GE – Appliances & Lighting will implement a general price increase with an effective date of August 1, 2011.

This price increase applies to GE Large Lamps (Incandescent, Fluorescent, Compact Fluorescent, HID and Quartzline), GE Projection Lamps, GE Sealed Beam Lamps and GE Ballasts. For lamps, actual increases will vary by product, but the average increase is approximately 5.0%. The average increase for electronic ballast product is approximately 3.5% and magnetic ballast product is approximately 10%.

Price schedules and agreements will be available to you on Elitenet beginning July 1st. To download the new schedules and agreements please visit www.geelitenet.com. For customers who have not yet registered on Elitenet, please visit 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.

Sincerely,

Todd Gilmore
General Manager
C&I Lighting

A handwritten signature in black ink that reads "Mark Wells".

Consumer Lighting

Mark Wells
General Manager