



News Release

AMERICAN NURSES ASSOCIATION CHOOSES GE MONEY TO PROVIDE CREDIT CARD PRODUCT TO MEMBERS

ANA Affinity MasterCard Offers Customized Rewards Program

STAMFORD, Conn. — September 5, 2007 — GE Money, the consumer lending unit of General Electric Company (NYSE:[GE](#) - [News](#)), and the American Nurses Association (ANA), the largest national nursing association representing the interests of the nation's 2.9 million Registered Nurses (RNs), today announced they will offer an ANA Rewards Platinum MasterCard credit card to its members and prospective members in the U.S.

Under the terms of the agreement, scheduled to launch September 5, GE will provide a MasterCard product featuring the ANA brand. Cardholders will earn Net Rewards points in the amount of one point for every dollar spent. Points may be redeemed for merchandise, travel, cash and gift cards, as well as ANA customized rewards including credit towards association membership fees, gift certificates for National Nurses Week merchandise and credit towards American Nurses Credentialing Center certification. The card will be made available to ANA members via its association and industry Web sites, association newsletters, industry events and direct mail.

“We are excited about this card not only for ANA, but for nursing,” remarked Linda J. Stierle, MSN, RN, CNAA,BC, CEO of the American Nurses Association. “The ANA Platinum MasterCard offers members a chance to reap reward benefits that apply to their day-to-day lives. Nurses work very hard to provide for their patients and we are very happy to offer customized benefits to our members.”

“GE is proud to partner with the ANA to provide enhanced credit card services and an exclusive rewards program,” said Scott Young, senior vice president for GE Money's personal finance

business. “The ANA is committed to using this program as a vehicle for sharing important benefits to the nursing profession with its existing and prospective members.”

About the American Nurses Association

The ANA is the only full-service professional organization representing the interests of the nation's 2.9 million registered nurses through its 54 constituent member nurses associations. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public. For more information, visit www.nursingworld.org/.

About GE Money

With \$190 billion in assets, GE Money, a unit of General Electric Company (NYSE:[GE](#) - [News](#)), is a leading provider of credit services to consumers, retailers and auto dealers in 55 countries around the world. GE Money, based in Stamford, Conn., offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans and credit insurance. More information can be found online at www.gemoney.com.

GE (NYSE:[GE](#) - [News](#)) is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

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