



MOTORING FORWARD

- *GE briefs Oil & Gas industry on its efforts to help increase plant effectiveness*

Oxfordshire, England – 11 May 2011. The Williams F1 Conference Centre in Oxfordshire was the high octane venue for GE Energy's (NYSE: GE) technical seminar for engineers from the oil and gas industry interested in how the company's new range of high efficiency industrial motors can increase plant effectiveness.

GE technical experts and application engineers focused on motors and industrial services arrived from throughout the UK, North America, Denmark and Brazil especially for the event to discuss and share ideas with individuals responsible for maintaining and designing the UK's vital energy infrastructure.

GE Energy now provides a wide range of electric motors and generators, including severe-duty and custom made models that are particularly suited for use in demanding applications and harsh environments such as oil rigs, mines, power stations and transport infrastructure.

"Today electric motors are used virtually in all industries, including energy, mining, oil and gas sectors and hydro power. Now, with the constantly growing costs of resources, the use of highly efficient equipment and energy saving technologies is becoming more critical", says Mark Chisholm, GE Energy's Global Motors Applications Director.

Electric motors consume up to 60% of all the energy used in a typical industrial plant, so ensuring efficiency through replacing or refurbishing motors can make an important contribution to reducing costs and emissions.

The seminar also covered new motor monitoring technology which allows facility operators to identify issues before costly breakdowns and repairs become necessary and without the need for time consuming physical inspections.

GE now provides a range of asynchronous, synchronous and DC motors, 0.7 to 74,500 kW, as well as custom made electric motors that deliver high energy efficiency, complying with IE3 efficiency levels, long warranty periods of up to five years, and cost effectiveness.

GE's also offers consulting services that assess the effectiveness of installed electric equipment and advise on available upgrades as well as integrated bundles of energy equipment including motors, protections, inverters and controls,

"The breadth of experience and access to a wide range of technologies allows GE to connect the dots and find the solutions to help solve the industry's toughest challenges".

For more information about GE's family of robust high efficiency industrial motors please visit: www.gemotors.com.

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All press releases & statements can be found on our press room
<http://uk.geenergyeurope-pressroom.com/>

About GE

GE (NYSE: GE) is an advanced technology, services and finance company taking on the world's toughest challenges. Dedicated to innovation in energy, health, transportation and infrastructure, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

GE also serves the energy sector by providing technology and service solutions that are based on a commitment to quality and innovation. The company continues to invest in new technology solutions and grow through strategic acquisitions to strengthen its local presence and better serve customers around the world. The businesses that comprise GE Energy www.ge.com/energy—GE Power & Water, GE Energy Services and GE Oil & Gas—work together with more than 90,000 global employees and 2010 revenues of \$38 billion, to provide integrated product and service solutions in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; as well as other alternative fuels and new grid modernization technologies to meet 21st century energy needs.

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MORE EFFICIENT - The XSD Ultra® 841 (picture attached)

With a rugged cast iron frame, conduit box, end shields, and fan cover, the XSD Ultra® 841 IEC class H inverter duty insulation system continued to operate after being subjected to 1,000,000 plug reversals during an internal test. Backed with a standard five-year warranty, the motor features cast-in vibration pads and repeatable vibration measurements. Additionally, the Draft Angle on top of all mounting feet is 1.50 degrees or less to ensure secure mounting is achieved.

The European Union has set a target of a 20% reduction in carbon dioxide emissions by 2020 (compared to 1990 levels), and a strong lobby remains to raise the bar even higher, to 30%.

If European businesses are to reach this ambitious goal, greater efficiency in energy use and manufacturing processes will be vital. The financial consequences of failing to do so could be significant if, as widely expected, emission allowances for industry are reduced, pushing up the cost of price of carbon credits for more than 11,000 utilities and manufacturing companies.

GE calculates that if an industrial user in the U.S. replaced one traditional 75KW 1800 RPM motor with the GE XSD Ultra displayed at Hannover, it could save enough energy to fully power at least two households in one year.

Plant operations, maintenance regimes and engineering teams are now being challenged on an unprecedented scale to improve energy utilization. The primary energy costs examined in any processing facility, regardless of the industry, are machinery and lighting. Electric motors play a big part in this energy equation. According to the Institute of Electrical and Electronics Engineers (IEEE), up to 60% of all energy usage in a typical processing operation is converted into mechanical energy by electric motors.

Replacing and refurbishing motors in industrial processes can make an important contribution to the reduction of emissions levels. Through the use of new technologies and best practices, developed globally, GE Energy is now able to bring to the European market a range of reliable and energy efficient electric motors.

Amongst the new products GE Energy has launched in Europe is the highly efficient, XSD Ultra 841 IEC low voltage extra severe duty motor. "With its advanced insulation and bearing system, IE3 efficiencies, and all the latest features that come with it, the GE XSD Ultra 841 IEC is one of the most durable and reliable low voltage electric motors industrial users can buy." says Tim Marker, product line manager for low voltage motors.

The XSD Ultra 841 IEC is designed to meet or exceed the requirements of the IEEE 841-2009 Standard and is designed and rated for Zone 2 and Division 2 hazardous applications with a T3 (200°C) or lower temperature code. It is also designed to meet or exceed IE3 and exceeds all IEC minimum guaranteed efficiencies. Each XSD Ultra 841 motor also comes with its own test report demonstrating performance during testing compliant with the IEEE 841-2009 specifications and all metric IEC construction and design requirements.

Along with delivering reliable operational and environmental performance, GE's XSD Ultra® 841 IEC Extra Severe Duty Motors offer:

- GE's Six Star Bearing System™ assures the maximum possible bearing life when combined with a maintenance program
- GEGARD2400™ insulation system exceeds both the IEEE 841-2009 and NEMA MG1-31 specifications and the requirements of the IEC 60034-17 and 60034-18-41 standards
- Easy serviceability via oversized gasketed conduit box, containing permanently labeled non-wicking Class H leads to a terminal board
- Severe duty corrosion protection – featuring an epoxy ester paint system – meets IEEE 841-2009 specification paint requirements while the motor frame, fan cover, endshield and conduit box are cast iron
- Safety features including a four-point lifting system versus a single eyebolt, cast-in lifting lugs, grease inlet fitting at 12 o'clock and outlet fitting at 4 o'clock or 8 o'clock position, silicon bronze box lug and frame earthing terminals.

For more information about GE's XSD Ultra family of extra severe duty motors please visit: www.gemotors.com