



## GE - Appliances & Lighting Lighting

Confidential

TO: GE Lighting Customers

DATE: September 8, 2011

RE: **Linear Fluorescent Price Increase Only Notification – Effective November 7, 2011**

Due to continuing inflationary pressure in raw materials, especially rare earth elements, the Lighting business of GE – Appliances & Lighting will implement a price increase on Linear Fluorescent lamps only with an effective date of November 7, 2011. The increase for Linear Fluorescent lamps will vary by specific product, but the average price increase will be approximately 23%

Price schedules and agreements will be available to you on Elitenet beginning October 3rd. To download the new schedules and agreements please visit [www.geelitenet.com](http://www.geelitenet.com). For customers who have not yet registered on Elitenet, please visit [www.geelitenet.com](http://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,

A handwritten signature in black ink, appearing to read 'Todd Gilmore'.

Todd Gilmore  
General Manager  
C&I Lighting

A handwritten signature in black ink, appearing to read 'Bill Hickey'.

Bill Hickey  
Interim General Manager  
Consumer Lighting