



News Release

GE MONEY – SALES FINANCE CREATES HOME IMPROVEMENT ADVISORY BOARD

Group will provide guidance, expertise with industry growth as goal

ST. PAUL, Minn. — March 15, 2007 — GE Money's Sales Finance unit recently announced the creation of the PROJECTLINE Advisory Board for the Home Improvement industry. The advisory board met for the first time in Las Vegas, Nev. from February 19–21 during a meeting moderated by Patrick O’Toole, publisher and editor-in-chief of *Qualified Remodeler* magazine. Comprised of some of the leading companies and executives in the home improvement industry, the new advisory board shares the vision of growing the home improvement industry, and is aligned around the important role financing can play in that growth.

The advisory board will provide the GE Money Home Improvement Division with its expertise and insight as GE Money continues its efforts to help grow the home improvement industry. “Our goal is to help contactors be more successful and profitable through innovative financing programs and industry growth,” said Bruce Christensen, vice president and general manager of GE Money’s Home Improvement division. “By offering us their perspectives and sharing their visions, the board members will help make the entire industry stronger.” Larry Judson, president and CEO of K-Designers, Inc., will act as chairman of the advisory board.

One of the board’s goals is to help GE Money develop appropriate best practices and programs to enhance the home improvement financing experience for consumers. “The board members represent some of the most respected companies and leaders in our industry,” Christensen added.

“We are fortunate they have committed to being on the board and will contribute their expertise to helping the home improvement industry and our respective businesses grow.”

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Advisory Board members include:

- **Robert Dillon**, president, Unique Window and Door, Indianapolis, IN
- **Chris Edwards**, president, Total Remodeling Corp., Union, NJ
- **Frank Gialketsis**, CEO, Galkos Construction, Inc., Huntington Beach, CA
- **Kenneth Greene**, president, St. Clair Roofing Corporation, St. Louis, MO
- **Larry Judson**, president/CEO, K-Designers, Inc., Gold River, CA
- **John Kailian**, president, Appleby Systems, Inc., York, PA
- **Vaughn McCourt**, president, Penguin Windows, Mukilteo, WA
- **Larry Meadows**, president/CEO, American Exteriors, Inc., Littleton, CO
- **Brad Pompilli**, president, Tri-State Home Improvements, Branford, CT
- **Mark Richardson**, president/CEO, CASE Design/Remodeling, Bethesda, MD
- **Seymour Turner**, EVP, AirRoom, Inc., Lincolnwood, IL

GE's PROJECTLINE is the financing program from GE Money Bank specifically designed for the home improvement industry. It provides homeowners and home improvement contractors attractive, easy financing options that simplify payment options for home improvement projects.

ABOUT GE MONEY AND SALES FINANCE

Sales Finance, based in Kettering, Ohio, is part of GE Money, formerly GE Consumer Finance, and provides private label credit card programs, marketing, installment lending and financial services for national and regional retailers in more than 20 industries including: jewelry and luxury items, sporting goods, travel, powersports, home improvement, outdoor power equipment, automotive, recreational vehicles, marine, consumer electronics and appliances, furniture, floor covering, music, and health care.

With \$190 billion in assets, GE Money, a unit of General Electric Company (NYSE: GE), is a leading provider of credit services to consumers, retailers and auto dealers in approximately 50 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 is at www.gemoney.com.

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