



GE: Delivering a Sustainable 2010 Olympic and Paralympic Winter Games in Vancouver

As a Worldwide Partner of the Olympic Games, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and organizing committees to provide infrastructure solutions related to **power, water treatment, transportation** and **security**, as well as healthcare equipment to help doctors diagnose and treat athletes and the local community. In addition, NBC Universal, a division of GE, is the exclusive U.S. media partner of the Olympic Games, with its partnership also extending through 2012.

VANOC is the first Olympic Organizing Committee to commit to applying sustainability principles and practices – including integrated delivery of social, economic and environmental outcomes and benefits to the Games. There is huge interest by government and the public to ensure that the Games are economically managed, and both environmentally and socially responsible. The GE team is responding in a number of significant ways to meet the challenge. Highlights include:

Filtering water within the Vancouver Convention Centre, home of Olympic Broadcasting.

A GE Water & Process Technologies membrane wastewater management system will clean water from within the building and reuse it for flush fixtures, and to irrigate a new, six-acre rooftop garden.

Providing LEEDS certified filtering technology for the Nordic Water and Waste Water Treatment Plants.

The compact, discreet design of the plants, which met the need to minimize the footprint of the system, coupled with their superior treatment capabilities was a winning combination for the venue. The system will provide drinking water for visitors and will also be used by the snow making equipment.

Delivering more efficient transportation. CP Rail, the Official Freight Provider for the 2010 Olympic and Paralympic Games is using GE Evolution Locomotive Engines, which reduce emissions by 40% and fuel use by 5% compared to previous locomotive engines. CP is also using GE's Trip Optimizer – an advanced energy management system that reduces fuel use and emissions by up to an additional 10%. GE's Evolution Series Locomotives and GE's Trip Optimizer are products of ecomagination.

Reducing our broadcast footprint. NBC is taking measures to address sustainability for the 2010 Games. From simple steps such as eliminating approximately 100,000 individual water bottles used by 1200 crew and replacing them with water bubblers and fully biodegradable water bottles, to a program of waste reduction including electronic manuals vs. hard copy manuals, and a reduction in transportation consumption achieved by locating 72% of staff within walking distance of their place of work. NBC is also promoting the use of public transit and partnering with a carbon offset program.



Lighting the Games. GE has supplied numerous lighting solutions to many of the Olympic competition and non-competition venues in Vancouver and Whistler. GE's energy efficient LED solutions have been installed at the Vancouver Convention Centre (East) and throughout the newly revitalized GE Plaza at Robson Square. GE has also installed high quality specialty lighting in the Richmond Oval, the Hillcrest Curling venue, the Pacific Coliseum, UBC's Thunderbird Stadium and the Whistler Sliding Centre. Post Games, GE will install Field of Play lighting in BC Place.

Energy Efficient Appliances. GE has supplied energy efficient appliance solutions including ranges, dishwashers, refrigerators, microwaves and laundry in the Whistler Athlete's Village. GE's appliances are also found in the Smart Home of the Future at BC Hydro place.

Ensuring Power Quality. Back up power and power quality for 14 Olympic venues in Vancouver and Whistler, British Columbia will be provided by GE through GE's Uninterruptible Power Supplies (UPS), Transient Voltage Surge Suppressors (TVSS), and Automatic Transfer Switches (ATS). The products will be used by VANOC to back up IT datacenters, broadcast communication networks and security devices during the Olympic Games. The products will provide power back up or redundancy to the power B.C. Hydro provides and will enable superior power quality with remote diagnostic and management of the Olympic venue sites, 24 hours a day, seven days a week.

GE Fire Solutions GE is helping keep athletes, visitors and workers safe at the Olympic Games. GE has supplied fire and communications systems to many of the Olympic competition venues and support facilities in Vancouver and Whistler including the Athlete's Village, UBC Thunderbird Arena and the Whistler Sliding Centre.

Revitalizing Robson Square. GE sponsored the revitalization of the skating rink in Robson Square, located in downtown Vancouver. The GE Plaza opened in November 2009 and provides a vibrant centre of attraction for residents and visitors leading up to and during the 2010 Olympic and Paralympic Winter Games. GE products and technology have been used in the revitalization of the GE Plaza, including the refrigeration system responsible for making the ice and commercial lighting products. GE also sponsored the GE Ice Plaza in Torino, host of the 2006 Olympic Winter Games.

GE HEALTHCARE: IMPROVING ACCESS TO HIGH QUALITY HEALTHCARE TECHNOLOGIES FOR THE WORLD'S ATHLETES AND THE COMMUNITY

Innovation is changing the landscape of healthcare and sports medicine. With its diagnostic imaging technologies, GE Healthcare's work with the Olympic Games is driven by the theme of increasing access to healthcare technologies in an effort to help clinicians predict, diagnose, treat and monitor health issues and sports medicine injuries earlier when intervention is more effective and efficient – or in other words, to ensure a quick return to play.



Every day an Olympic or Paralympic athlete spends in rehab is a day of lost training, making earlier injury diagnosis and real-time recovery monitoring crucial for elite performance. For this reason, GE Healthcare equips sports physicians with advanced and innovative medical imaging technologies, allowing athletic trainers to have an earlier and more accurate diagnosis platform.

64-Slice CT Scanner for Whistler: Through its 2010 Olympic and Paralympic Winter Games partnership, GE and VANOC have provided a legacy gift to the residents of the Sea to Sky region – a brand new 64-slice CT scanner. The scanner is a first for the region and will be located in the Whistler Health Centre in advance of the Games, and will remain with the community following the Paralympic Games. Whistler, a world-class destination, now has this essential equipment for residents and visitors. Residents will no longer have to travel long distances for CT scans.

Polyclinics: GE Healthcare will equip **two Olympic Polyclinics: one in Vancouver and one in Whistler**, which will offer comprehensive healthcare for all Olympic and Paralympic athletes and officials during the 2010 Games. The Polyclinics will feature several outstanding healthcare technologies geared towards improving the overall access to and quality of healthcare during and after the Games.

Digital Imaging Equipment: GE Healthcare's digital imaging equipment including the Logiq-e Ultrasound is helping support Olympic and Paralympic athletes in numerous venues including Canada Hockey Place, the Richmond Oval, Cyprus Mountain and Whistler Park.

Mobile Medical Unit (MMU): GE Healthcare is providing a state-of-the-art emergency medical unit for medical emergencies for athletes and officials in the Sea to Sky region during the Vancouver 2010 Olympic and Paralympic Winter Games. The 15.9-metre tractor-trailer can expand to a 90 square metre unit with 12 beds which includes a recovery / triage area and intensive care unit, as well as an operating room with two independent surgical beds. A support trailer will also be stocked with 72 hours worth of surgical supplies and other equipment. Following the Games, the MMU will be used by the Province of British Columbia.

About GE

GE (NYSE: GE) 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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