

Spec GE

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GE Energy - Leading the Future of Electrification

www.specge.ca

General Electric Canada SPEC GE PROMOTION 2011 OFFICIAL RULES

February 11th, 2011

ELIGIBILITY: NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. SPEC GE PROMOTION ("Promotion") is open only to legal residents of Canada, who are 21 years of age or older and have online access at time of entry. Officers, directors, employees and agents of General Electric Company, General Electric Canada ("Sponsor"), and EMG Marketing Group, Inc. ("Administrator") (collectively the "Released Parties"), as well as any members of their immediate families (spouse, parent, sibling and child) and persons living in the same household, and the respective parent companies, affiliates, subsidiaries, sponsors, marketing and promotion partners, retailers, vendors and advertising and promotional agencies of the Released Parties, are ineligible. Promotion begins at 12:00:00 AM (ET) on February 11th, 2011 and ends at 11:59:59 PM (ET) on April 29th, 2011 ("Promotion Period").

HOW TO ENTER: Between 12:00:00 AM (ET) on February 11th, 2011 and 11:59:59 PM (ET) on April 29th, 2011 you may enter the Promotion by visiting either one of the Spec GE websites and answering our GE Consultant Survey at www.specge.ca or www.specge.com. Limit one (1) Entry per new survey response. Sponsor reserves the right to modify, suspend or terminate the 'Spec GE' Promotion in the event that it becomes infected by a computer virus or is otherwise technically impaired. Entries become the property of Sponsor and will not be returned. Normal Internet access and usage charges imposed by your online service will apply and are entrants' sole responsibility.

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PRIZES AND APPROXIMATE RETAIL VALUES: Three (3) GRAND PRIZES: GE Electrical Institute Tours. Tour expenses will include transportation, accommodations and training costs. (Estimated Retail Value ("ERV"): \$3,500 CAN). THREE (3) SECOND PRIZES: Apple MacBook Air 11" Model (Estimated Retail Value ("ERV"): \$999 CAN each). FIFTEEN (15) THIRD PRIZES: GE Energy Jackets. (Estimated Retail Value ("ERV") \$65 CAN.) All ERV's are in Canadian currency. *All federal, provincial and local taxes, costs and all expenses for any of the foregoing (as well as any withholdings) are the responsibility of the Winners.* Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor. Prizes are not transferable. No prize substitution, transfer or cash redemption allowed in lieu of prize, except at Sponsor's sole discretion, who reserves the right to substitute a prize (or portion thereof) of comparable or greater value. Limit one prize will be awarded to any person/household.

WINNER SELECTION: There will be three (3) Grand Prizes and three (3) Second Prizes and ten (15) Third Prize Winners randomly selected on or about May 2nd, 2011 from all eligible Entries received during the entire Promotion Period, by the Administrator, whose decisions are final and binding on all matters relating to the Promotion. *Eligible entries are ballots that have been completed in full at the time of entry.* Odds of winning the Grand, Second and Third place Prizes are dependent upon total number of eligible entries received. All prizes will be awarded, provided a sufficient number of eligible Entries are received by Sponsor.

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WINNER NOTIFICATION: Potential Grand Prize Winners will be notified by telephone, e-mail or express mail on or about May 2nd, 2011 and will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release ("Release"), unless prohibited by law, to be received by Sponsor within five (5) days of notification. Failure to return the Release within the time specified, to respond to notification attempts, the return of any prize notification as undeliverable or noncompliance with these rules will result in disqualification, and the prize will be awarded to an alternate winner. Potential Second and Third Prize Winners will be notified by e-mail or telephone on or about May 2nd, 2011. In order to be declared a Grand Prize or Second Prize or Third Prize Winner, the selected Canadian entrant, must correctly answer a time-limited mathematical skill-testing question, unaided by the help of others, to be administered at a mutually convenient time over the telephone. There will only be one opportunity to correctly answer the mathematical skill-testing question. Return of any prize notification as undeliverable will result in disqualification.

GENERAL CONDITIONS: The 'Spec GE' Promotion and any claims relating thereto are governed by the laws of Ontario, Canada, excluding its choice and conflicts of law provisions. By entering, entrants agree (i) that any action arising out of this Promotion must be brought in the state or federal courts located in Western, Canada; (ii) irrevocably submit to the exclusive jurisdiction of any such court; and (iii) waives any objection, and agrees to make no objection, to the venue of any such action or proceeding in any such court or that such action or proceeding was brought in an inconvenient court. By entering, ENTRANT WAIVES ANY RIGHT TO HAVE A JURY PARTICIPATE IN RESOLVING ANY DISPUTE, whether sounding in contract, tort, or otherwise, arising out of, in connection with, related to, or incidental to, this Promotion By entering, entrants agree: (1) to release

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and hold harmless Released Parties from liability, loss, injury or damage arising out of their participation in the Promotion and with respect to their acceptance and use/misuse of any prize; (2) to be bound by the Official Rules; (3) that the decisions of the Sponsor and Administrator are final and binding on all matters relating to the Promotion; (4) to be contacted by the Sponsor and/or Administrator via telephone, email or express mail regarding the Promotion; and (5) to the use by Sponsor and its designees of their names and likenesses for advertising and promotional purposes in any and all media worldwide (including posting names online for Winners List) in perpetuity without additional compensation, notification or permission and where otherwise prohibited by law. All applicable federal, provincial and local laws and regulations apply. **Winners are responsible for all federal, provincial and local taxes.** Released Parties are not responsible for computer, technical, mechanical, production, human, or other resulting in printing or typographical errors. Released Parties are not responsible for malfunctions of electronic equipment, computer hardware, software, malfunctions of the entrant's email provider, incorrect email addresses, lost, late, incomplete, or misdirected Entries. Released Parties are not responsible for problems downloading Entries from the website or for any other technical problems related to website Entries.

SPEC GE RESPONDENTS: Any and all respondents agree to receive any and all e-marketing and hard copy marketing and promotional material requested through the Spec GE survey. Respondents agree to be contacted by the Sponsor and/or Administrator via telephone, email or express mail regarding the SPEC GE Promotion in

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regards to any marketing, product or service information the respondent has requested via the Spec GE promotion. An Entry, except where prohibited by law, constitutes a grant of permission to the Sponsor or its agents to include winner's names on the www.specge.ca and www.specge.com websites and in connection with a Winner's List without further notice or without additional compensation. Respondents' emails and contact information will not be used by or sold to any other individual or company other than the Sponsor and/or Administrator.

WINNERS LIST: For a list of winners, available after May 2nd, 2011, send a self-addressed stamped envelope to be postmarked by May 2nd, 2011 and received by August 31st, 2011 to: **GE'S SPEC GE PROMOTION WINNERS LIST**, 2480 Meadowvale Blvd. Mississauga, ON L5N 7Y1.

SPONSOR & ADMINISTRATOR: Sponsor of this promotion is GENERAL ELECTRIC CANADA, 2480 Meadowvale Blvd. Mississauga, ON L5N 7Y1. The Administrator of this promotion is EMG Marketing Group Inc. #2271-349 West Georgia St., Vancouver, BC V6B 3W5.

**General Electric Canada
Spec GE Promotion
2011 LEGAL MANDATORIES
For www.specge.ca & www.specge.com**

No purchase necessary to enter or win. Void where prohibited. GE'S SPEC GE PROMOTION begins at 12:00:00 AM (ET) on 02/11/2011 and ends at 11:59:59 PM (ET) on 04/29/2011. Must be legal resident of Canada (excluding Quebec), 21 or older and have online access at time of entry. Official Rules apply.