



**For Immediate Release**

## **GE MONEY CANADA LAUNCHES MASTERCARD THAT REWARDS READING**

*A unique credit card for book lovers in Canada*

**TORONTO -- Oct. 19, 2005 --** GE Money Canada, the consumer lending unit of General Electric Company (NYSE: GE), and Doubleday Canada Limited, a division of Bertelsmann DirectGroup, today announced the launch of a new Readers Rewards™ MasterCard®. The card will be offered exclusively to members of Doubleday Canada's 25 book clubs, which include the Doubleday Book Club, Book-of-the-Month Club, Mystery Guild, Science Fiction Book Club and Crafter's Choice. Every time cardholders use the card, they earn special rewards that can be used toward future book club purchases.

"The book clubs offered by Doubleday are very popular among book lovers in Canada," said Stephen J. Motta, president and CEO, GE Money Canada. "We're pleased to offer club members the added benefits of a rewards MasterCard to enhance their book club experience."

Readers Rewards MasterCard cardholders earn three Readers Rewards points for every dollar spent at any of Doubleday's book clubs and one point for every dollar spent everywhere else MasterCard cards are accepted for payment. For every 1,000 points earned, cardholders will receive a \$10 Readers Rewards certificate redeemable on any future book club purchase.

"We are excited to offer this card to our fast growing community of book lovers across Canada," said Gerd Robertz, president of Doubleday Canada Limited. "Our members will continue to get the same great books, but with the added savings and rewards of the Readers Rewards MasterCard. Given their considerable experience with customer loyalty programs, we are confident that GE Money is the best partner to meet our members' financial needs."

The card has no annual fee. As an added benefit, cardholders get free shipping and handling on every book club order over \$39. Book club members can apply for the card at [www.readersrewards.ca](http://www.readersrewards.ca). Also, consumers interested in book club membership can visit [www.doubledaybookclub.ca](http://www.doubledaybookclub.ca) for more information.

### **About GE Money Canada**

Based in Toronto, GE Money Canada, part of GE Consumer Finance-Americas, provides private label and MasterCard credit card programs and lending options for retailers in key industries, including apparel, powersports and jewellery. GE Money Canada also is a provider of alternative residential mortgages. More information can be found online at [www.gemoney.ca](http://www.gemoney.ca).

With \$150 billion in assets globally, GE Consumer Finance, a unit of General Electric Company, is a leading provider of credit services to consumers, retailers and auto dealers in 47 countries around the world. GE Consumer Finance, based in Stamford, Conn. (USA), offers a range of financial products, including private label credit cards, personal loans, bank cards, auto lending, mortgages, corporate travel cards, debt consolidation and home equity loans, and credit insurance. More information can be found online at [www.geconsumerfinance.com](http://www.geconsumerfinance.com).

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](http://www.ge.com). GE Canada has more than 10,000 employees, 19 major manufacturing plants and more than 150 sales and service locations across the country.

### **About Doubleday Canada Limited**

Doubleday Canada Limited (DCL), a unit of [DirectGroup Bertelsmann](http://www.directgroup-bertelsmann.com) ([www.directgroup-bertelsmann.com](http://www.directgroup-bertelsmann.com)), is the premier direct marketer of general interest and specialty book clubs in Canada. With more than a half million members and over 25 book clubs, Doubleday Canada is the premier direct marketer of general interest and specialty book clubs. With nearly 70 years of experience, Doubleday's Book Club family offers book lovers the books they want at prices unparalleled in the market.

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