



For Immediate Release

**GE MONEY CANADA LAUNCHES PARTNERSHIP WITH
BEN MOSS JEWELLERS**

TORONTO – Nov. 29, 2005 -- GE Money Canada, the Canadian consumer lending unit of General Electric Company (NYSE: GE), today announced a new credit card program for customers of Ben Moss Jewellers, one of Canada's leading jewellery retailers.

Under this program, GE Money Canada will provide Ben Moss Jewellers with a full range of card services, including marketing, risk management, customer service, collections and payment processing. Ben Moss Jewellers accounts will be serviced at GE Money Canada's offices in Edmonton and Toronto.

"We're delighted with our new partnership with Ben Moss Jewellers," said Stephen Motta, president and CEO of GE Money Canada. "We look forward to helping drive sales and enhancing customer loyalty through this new store credit card."

The Ben Moss credit card has no annual or administration fees and is currently offering all cardholders a six-month no payments deferred interest promotion on purchases over \$200.

"We look forward to working with GE Money Canada," said Brent Trepel, president of Ben Moss Jewellers. "With access to various credit promotions, this new credit card will be a great financing option for our customers as we head into the busy holiday season."

About GE Money Canada and GE

GE Money Canada, operating in Canada since 1986, is part of GE Consumer Finance-Americas and provides private label credit card and MasterCard programs to consumers, and lending options for retailers in key industries including apparel, powersports and jewellery. GE Money Canada also is a provider of alternative residential mortgages (www.gemoney.ca).

GE Consumer Finance, a unit of General Electric Company, with \$150 billion in assets globally, 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.

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 website at 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 Ben Moss Jewellers

Ben Moss Jewellers, one of Canada's leading jewellery retailers, has been operating since 1910, and currently has 52 stores located in 37 cities across Canada, with approximately 450 employees.

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Contact:

Troy Underhill, GE Money Canada
(780) 990-2207
troy.underhill@ge.com

Louis Trepel, Ben Moss Jewellers
(204) 988-0107
louist@benmoss.com