



GE Lighting, Inc

February 1, 2009

Memo: GEL Utility Market Representation in Ohio, Kentucky, Indiana, Michigan, Western Pennsylvania, all AEP properties in West Virginia and all AEP properties in Virginia.

To Whom It May Concern:

Effective February 1, 2009, GE Lighting's product offering for sale to the electric utility market will be represented by the ELUS Company.

Our expectation of this change is to take advantage of ELUS Company's in-depth knowledge of the utility market to continue to grow GE Lighting's share of the electric utility market. All other sales of GE Lighting products will continue to be represented by the direct GE Lighting sales organization.

The ELUS Company sales team will be contacting you shortly to finalize the transition and answer any questions you may have.

The agency sales contact names and numbers are listed on page two. We appreciate your continued support and look forward to strengthening our existing relationship.

Best regards,

A handwritten signature in blue ink, appearing to read 'Tom Cendroski'.

Tom Cendroski
District Manager
Lighting