



PRESS RELEASE

NBC contest for Madden Cruiser location uses GE's VeriWise tracking technology

NEW YORK – August 31, 2007 -- NBC Sports is using GE's VeriWise asset monitoring technology in its "Madden Tracker Contest" to help promote the September 9 season debut of Sunday Night Football.

VeriWise, deployed on more than 150,000 truck trailers in North America and Europe, allows shippers and fleet operators to locate their assets anywhere en route and monitor their condition. NBC Sports has adapted VeriWise for one-time use with the Madden Cruiser, the custom tour bus that NBC Sports Commentator John Madden uses to travel between games.

For the Madden Tracker contest, viewers are invited to go to nbcsports.com, and guess the time it will take for John Madden to travel from the RCA Dome in Indianapolis and drive through the night to Dallas. The contestant who most closely predicts when the Madden Cruiser reaches the Dallas city limits can win a VIP "Sunday Night Football" experience. The winner will receive two tickets to a "Sunday Night Football," round-trip airfare, lodging and a special behind-the-scenes tour of "Sunday Night Football" including a tour of the Madden Cruiser. For complete rules and regulations on the Madden Tracker Sweepstakes go to: NBCSports.com.

"Our customers use VeriWise to track valuable cargo every day, though few of them ship assets quite as valuable as the football mind of John Madden," said Thomas Konditi, president and CEO of GE's Asset Intelligence business. "When NBC Sports needed assistance with its contest, we were happy to help out with GE - developed technology. There are certainly many NFL football fans in the trucking industry, and we're obviously rooting for a trucker to pick the correct time the Madden Cruiser will arrive."

NBC's regular season schedule begins next Thursday night, Sept. 6 at 8 p.m. ET, with "NFL Opening Kickoff 2007" as the Indianapolis Colts host the New Orleans Saints, followed by the Dallas Cowboys hosting the New York Giants next Sunday, Sept. 9, in the season debut of "Sunday Night Football." Coverage begins with the "Football Night in America" studio show at 7 p.m. ET.

About VeriWise from GE Equipment Services

GE's Equipment Services business is a global provider of transport solutions for the world's supply chains. Offering a full range of equipment leasing and intelligence-based asset management and logistics services for services for manufacturers, retailers and shippers, Equipment Services enables the timely movement of raw materials and cargo for the global economy.

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