



Acterra Group, Inc.
Corporate Centre 200
PO Box 160
Marion, IA 52302-0160
T 319.377.6357
F 319.377.0075
TF 800.289.7371
www.acterragroup.com

Wayne

A GE Energy Business

Dresser Wayne Now Operates as “Wayne” as Part of GE Energy

AUSTIN, TEXAS—June 16, 2011—GE (NYSE: GE) today announced that Dresser Wayne, global innovator of fuel dispensers and technologies, will now operate under the brand name Wayne™. The company will go to market as Wayne with the tagline, “A GE Energy Business.” GE acquired Dresser, Inc., including its Dresser Wayne business segment, in February 2011.

The determination to maintain the individual Wayne brand came after researching the existing equity of the Wayne name and the value it holds for fuel retailers worldwide. GE and Dresser Wayne worked with an international brand research firm and concluded that maintaining the Wayne name was critical to preserve the strong brand and the equity it has built since the 1800s. As part of GE Energy, Wayne will continue to leverage its strong reputation and legacy of 120 years in the retail and fleet fueling industry.

“The decision by GE Energy to retain the Wayne name is a testament to the company’s solid reputation and its long-standing position as one of the world’s leading innovators in the retail petroleum industry,” said Neil Thomas, global president of Wayne. “Almost since the birth of the service-station industry, the Wayne name has stood behind countless new innovations and technologies that have literally shaped the face of the modern fuel station. The Wayne name is highly regarded by customers in more than 145 countries, and I am extremely pleased that GE has recognized that value of the Wayne brand.”

The Wayne brand has been a constant in the industry since the company introduced the first oil pump in 1891. Since then, Wayne has been responsible for many industry innovations such as the mechanical computing dispenser, the blending pump, the electronic dispenser and the technology that enables pay-at-the-pump self-service. Different mergers and acquisitions have changed the ownership of Wayne over its history, but the Wayne name has remained consistent in the industry and for its customer base.

About GE

GE (NYSE: GE) is an advanced technology, services and finance company taking on the world’s toughest challenges. Dedicated to innovation in energy, health, transportation and infrastructure, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.



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GE also serves the energy sector by providing technology and service solutions that are based on a commitment to quality and innovation. The company continues to invest in new technology solution and grow through strategic acquisitions to strengthen its local presence and better serve customers around the world. The businesses that comprise GE Energy www.ge.com/energy—GE Power & Water,

GE Energy Services and GE Oil & Gas—work together with more than 90,000 global employees and 2010 revenues of \$38 billion, to provide integrated product and service solutions in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; as well as other alternative fuels and new grid modernization technologies to meet 21st century energy needs.

About Wayne

Wayne is a component of GE's (NYSE: GE) 2011 acquisition of Dresser, Inc. and is a global leader in the design, manufacture and servicing of fueling forecourt solutions where reliability and uptime are critical. Dispensers, payment platforms, control systems and technology from Wayne play an essential role in traditional and alternative fueling sites around the world. Wayne is ISO14001 certified. www.wayne.com

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For more information, contact:

DP Rabalais
Wayne
+ 1 512 388 8311
dp.rabalais@wayne.com

Ken Darling or Howard Masto
Masto Public Relations
+1 518 786 6488
kenneth.darling@ge.com / howard.masto@ge.com