

NOTICE PLAN

Based upon research of potential Settlement Class Members and their media habits, the parties submit the following three-part notice program to be commenced the week of January 4, 2006:

- Direct-mail notice by first-class mail to all identifiable Settlement Class Members (approximately 475,000) in GE's database plus any individuals who request the Notice or Claim Form as a result of seeing the Publication Notice.)
- Publication notice designed to give adequate notice to unknown Settlement Class Members through paid media ads in consumer magazines and newspaper supplements based on the media habits of Settlement Class Members. The ads will, among other things, contain a toll-free telephone number, a website address and a mailing address for persons to receive or access information about the Settlement and Claim Forms.
- Website notice through an Internet web page listed with major search engines.

1. **Direct-Mail Notice.** GE shall send a Class Notice and a Claim Form by first-class mail to all Class Members for whom it has street addresses. All addresses will be run through the "National Change of Address Database" or other similar service prior to sending the direct-mail Class Notice. All returned or undelivered mail will be presumed to be undeliverable.

2. **Publication Notice.** GE shall conduct a media-notice program based on the demographic information supplied by MediaMark Research Inc., the leading U.S. supplier of multimedia audience research. Using MRI's current demographic data (2005 Doublebase Study), GE will target consumers 25 to 54 years of age with a household income of \$50,000 or more and place ads in the following newspaper supplements and consumer magazines.

- A two-fifths-page ad placed twice in *Parade*, with a circulation of 33,900,000. *Parade* is carried in the Sunday edition of 351 newspapers and is the highest circulating publication in the United States. Carrier newspapers serve major urban and suburban markets in the United States.
- A two-fifths-page ad placed once in *USA Weekend*, with a circulation of 23,040,509. *USA Weekend* is carried in the weekend edition of 608 daily newspapers in major markets complementing the U.S. markets served by *Parade*.
- A one-half-page ad placed once in *People* magazine, a weekly publication with a national circulation of 3,779,640.
- A one-half-page ad placed once in *Better Homes & Gardens*, a monthly publication with a national circulation of 7,634,170.
- A full-page ad placed once in *Reader's Digest*, a monthly publication with a circulation of 10,128,943.

3. Web Site Notice. GE shall create and promote a web page located at *www.geappliances.com/classaction* to provide Class Members with information about the settlement, including the Settlement Agreement, the Class Notice, the Claim Form and relevant contact information, all of which may be downloaded.