



GE and Sealed Air's Diversey® Business Create Global Alliance to Bring Water Technology to the Cleaning, Sanitation and Food and Beverage Industries

- *Alliance Includes GE's Water Treatment Chemicals, Water and Process Equipment, Membrane and Cartridge Filtration, Analytical Instruments and Energy Management Solutions*
- *After Successful Pilot Program, GE and Diversey Entered into the Alliance*

TREVOSE, PA. and STURTEVANT, WIS.—October 11, 2011—GE (NYSE: GE) and Sealed Air's (NYSE: SEE) Diversey business today announced an alliance to deliver water and energy management services to Diversey's cleaning and sanitation customers around the world.

The announcement comes after a successful pilot of the alliance over the past year. Under the terms of the agreement, Sealed Air's Diversey team will sell and service GE's water treatment chemicals, water and process equipment, membrane and cartridge filtration products, analytical instruments and energy management solutions.

"The Diversey alliance will bring our leading water portfolio and services to an expanded customer base," said Heiner Markhoff, president and CEO—water and process technologies for GE Power & Water. "As a leader in the commercial cleaning and sanitation business, particularly in food and beverage processing plants, Diversey is well positioned to connect their customers to our products and services, which will help these customers implement cost- and environmentally-efficient water and process technology solutions."

"Diversey is eager to bring GE's solutions to its customers," said Diversey President and CEO Ed Lonergan. "GE has the industry's most broad solution set, including chemicals and equipment for effective and safe water treatment, which will supplement Diversey's extensive experience in water management," Lonergan said. "Diversey will expand GE's access to an extensive global customer base looking for ways to protect their assets, drive productivity and meet regulations."

Today's announcement reinforces GE's commitment to improve water reuse, a key commitment of [Ecomagination](#), a business strategy to create new value for customers, investors and society by solving energy, efficiency and water challenges. GE's water-related portfolio includes the following products qualified under GE's Ecomagination: [ABMet*](#), [advanced membrane](#), [desalination](#), [E-Cell electrodeionization system*](#), [electrodialysis reversal](#) (EDR), [GenGard*](#) cooling water solution, and [ZeeWeed*](#) membrane technology.

The companies established a pilot program in 2010 to demonstrate the link between water treatment and cleaning and sanitation processes. The result was strong customer response following demonstrable improvements in water use and conservation as well as the overall efficiency of customer operations, Lonergan said.

“Effective cleaning is inseparable from water,” Lonergan said. “And as water becomes more scarce and expensive in many parts of the world, it is critical to manage water more efficiently while also providing clean and safe food and drink supplies.”

Diversey is a business unit of Sealed Air Corp., a leader in food and other protective packaging solutions. The combination of Diversey and Sealed Air creates a new global leader in food safety and security, facility hygiene and product protection. The alliance with GE also will expand Sealed Air’s operational efficiency offerings, particularly in food and beverage processing plants.

For prospective customers seeking further information, contact Gaetano Redaelli at the following email address: gaetano.redaelli@diversey.com.

About Sealed Air

Sealed Air is the new global leader in food safety and security, facility hygiene and product protection. With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey® brand cleaning and hygiene solutions, Sealed Air offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations. On a pro forma basis, Sealed Air generated revenue of \$7.6 billion in 2010 and has approximately 26,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com.

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.

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 solutions and grow through strategic acquisitions to strengthen its local presence and better serve customers around the world. The businesses that comprise [GE Energy](#)—GE Power & Water, GE Energy Management 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.

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