



## MEDIA RELEASE

### **GE Money plays both a centre court and grassroots support role at the 2009 Australian Open in its third year as official lender.**

12 January 2009

**MELBOURNE:** GE Money today announced it is delighted to be 'official lender' of the 2009 Australian Open in its third year of a partnership with the premier sporting event in Australia as it unveiled plans for increased community partner involvement to celebrate the event with as many people as possible.

The sponsorship enables GE Money to continue to help bring Australia's passion for tennis to life for millions of fans in Asia-Pacific's grand slam event, as well as support of the Australian Open Series in New South Wales, Tasmania, Western Australia and Queensland.

"Our continued role as official lender of the 2009 Australian Open forms part of our strategy to make stronger connections with our three million local customers, hundreds of business and retail partners, 4,200 employees through our 130 branches, community partners, and to continue investing in Australia as the leading retail and consumer finance company in the region," explained Mike Cutter, CEO and President of GE Money Australia and New Zealand.

The sponsorship is a global partnership, extending across GE Money's worldwide network in 55 countries and the Australian Open's televised audience-reach of potentially 1.9 billion viewers in more than 174 countries with the GE Money logo displayed on centre court in the coveted corner spot, and outside courts.

The 2007 Australian Open was GE Money's first foray globally into sport sponsorship. This year the hospitality marquee is the hub of GE Money's precinct activity. Guests will enjoy live tennis action and continuous food and beverage service that will be a hive of social, celebrity and corporate activity throughout the Open.

In addition, the company is celebrating grass roots support in the lead-up to and during the event. Sunday, 25 January is 'GE Money Community Partner Day'. GE Money will celebrate the outstanding work of its community partners, the Women's Cancer Foundation, Bone Growth Foundation and Ardoch Youth Foundation, through complimentary use of the GE Money marquee. The day will include entertainment, Garnier pampering, mingling with Australian Olympic champions and ground passes which allow our community partners to recognise their patients, employees supporters and volunteers with a corporate hospitality experience.

Wednesday 28 January is 'GE Money's Ardoch Cup Day' where several icons of Australian tennis will host tennis clinics for youth through GE Money's youth-oriented community partner, Ardoch Youth



Foundation. This will enable kids and their families to play with and learn tips from some of their tennis heroes Mark Woodforde and John Fitzgerald, on the actual courts used in the Australian Open and then cheer on executives from GE Money as they take on the pros for the 'Ardoch Cup'.

On 18 December 2008 in the event lead-up GE Money staged 'Australian Open Day' at Richmond West Primary School with Ardoch Youth Foundation. The school resonated with tennis and healthy living as students who would not normally be able to easily access the Open enjoyed physical activity, healthy food, prizes and 'big event excitement'. The school is at North Richmond public housing estate where 68 per cent of families are eligible for Education Maintenance Allowances (EMA) and 88 per cent of students are from non-English speaking backgrounds.

"Our company's involvement with our community partners provides significant opportunities for our staff to contribute to causes in a meaningful way. Sharing the joy and messages of the Australian Open with members of our local community, particularly those who might not normally be able to easily access it, is a very important part of our sponsorship and helps us salute the great work that these organisations do that makes a real difference in people's lives," Mr Cutter explained.

**GE Money product fact sheet – a snapshot**

<p><b>GE Money in Australia and New Zealand</b></p> <ul style="list-style-type: none"> <li>• 3 million customers</li> <li>• 4,500 staff through 130 branches</li> <li>• 10,000 retail partners</li> <li>• leading consumer finance company in region</li> </ul>	<p><b>GE Money businesses in Australia and New Zealand</b></p> <ul style="list-style-type: none"> <li>• 15 different credit cards to suit personal credit needs</li> <li>• personal loans</li> <li>• insurance</li> <li>• retail interest-free finance</li> </ul>
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**About GE Money**

GE Money Australia and New Zealand is part of the global GE Money business, which operates in 55 countries around the world. GE Money offers a broad range of innovative finance products in Australia and New Zealand – personal loans, credit cards, insurance and interest-free promotional and retail offers. GE Money also owns the Australian Financial Investments Group (including Wizard Home Loans) and is proud to be Money Magazine's Finance Company of the Year, 2005 and 2006. More information can be found online at [www.gemoney.com.au](http://www.gemoney.com.au)

With \$163 billion in assets globally, GE Money is a unit of General Electric Company (NYSE:GE) -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's website at [www.ge.com](http://www.ge.com)