



GE Healthcare

PRESS RELEASE

GE Healthcare hosts European Media Summit in Berlin

Berlin, September 12, 2007 – GE Healthcare is hosting its second European media Summit in Berlin, Germany. Under this year's theme, **The future of healthcare: Europe at the Crossroads**, the annual gathering brings together healthcare reporters from across Western and Eastern Europe with leading healthcare luminaries.

Over 100 participants will attend the two day event that will focus on the challenges and cost of a growing Europe on the region's healthcare systems. This year's speakers include;

- Reinaldo Garcia, President & CEO, GE Healthcare International – ***The Future of Healthcare: Europe at the Crossroads***
- Professor Jay Olshansky, Professor of Epidemiology, University of Illinois at Chicago – ***Our Children, the First Generation to Live Shorter Lives than their Parents***
- Professor Berthold Koletzko, Professor of Pediatrics, University of Munich, Project Coordinator, EU Childhood Obesity Programme – ***Encouraging Changes in Behaviour & Public Health Education Best Practices***
- Dr. Greg Martin, World Cancer Research Fund – ***The Cancer Time Bomb***

At the summit, GE Healthcare will also release details of specially commissioned qualitative research conducted among high-ranking policymakers on the opportunity and challenges for Early Health.

"The media summit is a cornerstone of how we communicate our vision of Early Health externally. Building on the success of our inaugural event in London last September, this year we have replicated this format in the United States, the Middle East, India and China to facilitate a dialogue with our key media contacts and esteemed luminaries," said Lynne Gailey executive vice president and Communications Leader at GE Healthcare.



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"Berlin, given its geographic position at the crossroads of Europe, is the perfect location to discuss the future of healthcare in Europe and I expect some stimulating discussion over the next two days," she added.

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About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, performance improvement, drug discovery, and biopharmaceutical manufacturing technologies is helping clinicians around the world re-imagine new ways to predict, diagnose, inform, treat and monitor disease, so patients can live their lives to the fullest.

GE Healthcare's broad range of products and services enable healthcare providers to better diagnose and treat cancer, heart disease, neurological diseases and other conditions earlier. Our vision for the future is to enable a new "early health" model of care focused on earlier diagnosis, pre-symptomatic disease detection and disease prevention. Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com.

Media Contacts

GE Healthcare

Conor McKechnie
Tel: +44 14 944 98 276
conor.mckechnie@ge.com

Waggener Edstrom for GE Healthcare

Shaun Wootton
+65 9188 1734
shaunw@wagged.com