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FOR IMMEDIATE RELEASE

Jasco Introduces New GE Universal Remotes & Home Theater Equipment

LAS VEGAS—January 8, 2009— Jasco Products Company, GE licensee of consumer electronic accessories, computer accessories, home electric products, personal security and surveillance products, kicks off the 2009 International Consumer Electronics Show (Central Hall/Booth 9005) today by introducing several new GE universal remotes and home theater equipment.

“Jasco’s impressive line of universal remotes simplifies today’s most complicated home-entertainment systems at a fraction of the price,” says Cameron Trice, Jasco Senior VP of Marketing and Product Development. “Sophisticated designs and affordable prices is the combination that people crave for their home entertainment.”

Forget the channel number! The GE My Favorites Remote (24986 MSRP \$19.99) received the CES 2009 Design and Engineering Award in Video Accessories. This unique remote stores your favorite channels and offers instant and easy channel scanning with familiar network icons. The icon design allows you to customize eight programmable buttons for a complete personal look. A user-friendly button layout combined with two sheets of network logo stickers make selecting favorite channels visually simple and fun. Select any combination of your favorite, readable at a glance, logos that are forever at your fingertips.

The biggest battle with remotes is being able to find them! The new GE Find-It Remote (24110 MSRP \$24.99) includes a locator feature positioned on the base that communicates with the misplaced remote. The two-way RF paging capability is the perfect solution for those who are prone to misplacing their remote. On the base, simply press the button and an alarm located on the remote will sound from up to 25 feet away. Assuring that your remote will never disappear again. The remote works with TV, DVD, DVR, VCR and Satellite menu functions, automatic sleep timer and works with over 325 leading brand electronics. The GE Find-It Remote further differentiates itself with a slender design, an easy to use interface and trendy gloss black finish. It’s sure to add style to your coffee table!

Homeowners are seeing green! Green housing awareness is growing and conserving energy is within arms reach for everyone with the energy-efficient GE Green Power Remote (24985 MSRP \$39.99). The remote addresses one of the biggest environmental issues today for homeowners, vampire power.

