

GENERAL ELECTRIC CAPITAL CORP

Form FWP

March 18, 2011

Filed Under Rule 433

Registration Statement No. 333-160487

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GE Capital provides businesses and consumers with financial solutions that enable them to build a  
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Corporate Notes and Your Business A few companies, like GE Capital, offer businesses the ability to directly invest in their unsecured debt through corporate bonds or notes. When your business invests in the corporate notes of GE Capital, you will receive the following benefits: Higher interest rates than many other cash alternatives like FDIC insured savings accounts, short term CDs, and money market mutual funds. The flexibility to redeem at anytime without a penalty. Free electronic transfers between linked bank accounts and the ability to wire funds 24/7 investment account access via internet and automated telephone service. If this sounds like a flexible way to grow your company's available cash, you can get started now. Why does my business get such terrific interest rates? Plain and simple, these short term investments are not FDIC insured. And unlike short term bond funds or money market mutual funds, they are the unsecured debt of a single company. So, your risk (and your return) is higher. Plus we service the investment online or by phone. That saves us money in operating costs because we don't have a branch network. When you buy these notes, your company is joining over 120,000 individuals and businesses. Some of them are current and former employees of GE or GE Capital who believe in the strength, stability, and long term success of GE Capital. But please, read our prospectus first. GE Interest Plus Business is an investment in the strict, unsecured debt of the General Electric Capital Corporation. You should note that GE Interest Plus Business is not FDIC insured. GE Interest Plus Business is not Guaranteed under the FDIC's Temporary Liquidity Guarantee Program. It is possible to lose money if GE Capital is unable to pay interest on its investments. Information. The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and the documents the issuer has filed with the SEC. You may get these documents free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov) or by clicking here. Alternatively, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the prospectus if you request it by clicking here or calling toll free 1-800-741-3131. Yield reflects the annual effective return on your investment. It assumes that interest is accrued daily and paid monthly, and that there are no additional investments or redemptions. The portion of your investment that is greater than \$5 million will earn a rate of .25% 3-month LIBOR + a yield of .25%. GE Capital.com Prospectus Privacy Policy SEC Filings Request a Rating History Site Map Corporate Information

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Save your Money. Not your Questions. At GE Interest Plus for business, we take pride in going the extra mile to serve you. The good news is that your concerns may have already been addressed. Please read the FAQ, and if you have any other questions, our representatives are available Monday-Friday, 8:30 am-7:00 pm Eastern Time at 888-674-4138.

General Information

- ~ What is GE Interest Plus for Businesses? How does GE Interest Plus for Businesses set its rates? How is yield calculated?
- \* Why does GE Interest Plus for Businesses pay a different rate than the consumer version?
- \* Can I use checks to access my GE Interest Plus for Businesses investment?
- > What is the minimum initial investment? What if my investment amount falls below the required minimum? How is interest accrued and paid?
- \* What if I have questions about my investment?

Establishing a GE Interest Plus for Businesses Investment

What type of business entities can establish a GE Interest Plus for Businesses investment? How can I establish and invest for my business?

- \* What type of documentation is required to establish a GE Interest Plus for Business investment account? How do I fund my investment? Do I have to link my business checking account to my GE Interest Plus for Businesses investment?
- \* Can I establish an investment with an address outside of the United States?

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Investing and redeeming What types of checks will you accept for investment? Can I redeem my investment at anytime? Are there any penalties for redeeming funds? What types of bank account can I link to my GE Interest Plus for Businesses investment? Can I link more than one bank checking account to my GE Interest Plus for Businesses investment? When are invested funds available for redemption? Investment Quality How safe is my investment? \* Is GE Interest Plus for Businesses FDIC Insured? Is GE Interest Plus for Businesses covered under the FDIC's Temporary Liquidity Guarantee Program? Fees Do I pay any sales or management fees? Are there Maintenance Fees? Reporting, investor communications When will I know that my investment has been established? How often will I receive statements? When will I receive my 10B& Int. Statement?<sup>1</sup> How to contact us What are the mailing addresses, for GE Interest Plus, for Businesses? Where do I wire money? Managing *your* investment online or over the phone \* How can I manage my investment via the Internet? How secure is my information online? What if I am having trouble logging in to eService? Questions? Contact us or call us at 1 888 674 4138 Representatives are available Monday Friday, from 8:30 a.m. to 7:00 p.m. ET GE Interest Plus for Businesses is an investment in an unsecured, non-priority debt of General Electric Capital Corporation. You should note that GE Interest Plus for Businesses is not an FDIC insured deposit. GE Interest Plus for Businesses is not insured under the FDIC's Temporary Liquidity Guarantee Program. It is possible to lose money if GE Capital is unable to pay its debts. Please see the prospectus for more information. The issuer has filed a registration statement including a prospectus with the SEC for the offering of this communication. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov) by clicking here. Alternatively, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the prospectus if you request it by clicking here or calling toll free 1 3BB 574 513B. Yield reflects the annual rate of return on your investment. It assumes that interest is accrued daily and paid monthly, and that there are no additional investments or redemptions. The return on your investment that is greater than \$1 Million will earn a base rate of .25% and a yield of 2.5% HE.cofn GECapital.com Prospectus Part 1 FDIC SEC. Filings Requests for Rate History Site Map Coowioht 2011. General Electric Capital Corporation

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To help the government fight the funding of terrorism and money laundering activities. Federal Law requires all financial institutions to obtain, verify and record information that identifies each person who opens an account To verify your identity, we require information on each registered owner/co owner of the investment. As part of normal verification procedures, a credit bureau inquiry will be conducted. 2C11 General Electric Capital Corporation Policy GE Interest Plus; if an investment in the ssnicr. unsecured debt of the General Electric Capital Corporation. You should note that GE Interest Plus is not a money market fund, which is generally a diversified fund consisting of investment in short term debt securities of many companies. Unlike bank accounts and certificates of deposit, GE Interest Plus is not an FDIC insured deposit. GE Interest Plus is not guaranteed and the FDIC does not provide temporary liquidity guarantees. It is possible to lose money if GE Capital is unable to pay its debt. Please see the prospectus for important information. The issuer has filed a registration statement [including a prospectus] with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov) by clicking on the link here. Alternatively, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the prospectus free of charge by calling toll free 1 800 333 4450.

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Corporation. GE Interest Plus for Business is available to businesses in the United States. You must designate a bank checking or operating account to link your investment. Check writing is not available for business accounts. We will collect information about the Corporation and the person who is authorized to act with respect to the investment. Required information for an authorized person includes their Social Security number, home address and date of birth. Applications cannot be processed unless this information is provided. An additional authorized person may be added after the investment is established. Once you enter in the information requested, you will be prompted to print the application, sign it, and mail it in with the following:

- o Executed copy of your Articles of Incorporation with evidence of state filing
- c Signed copy of IRS Form W-9
- c Signed copy of an Authorization Form for Corporations
- o A copy of a voided check or a bank statement to verify the linked bank checking or operating account

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By clicking "I Accept" you consent to electronically receive: (1) the GE Interest Plus prospectus; (2) an related prospectus supplement; (3) the pricing supplement or supplements that describe the terms of GE Interest Plus, before initial/ investing; and (4) email notifications regarding /our electronic application to open and fund your GE Interest application. You must instead contact a Service Representative at 1 888 674 4138 for assistance or you can request a free paper copy of any of these documents at our website [www.geinterestplus.com](http://www.geinterestplus.com). Your consent applies only to this particular request. For questions or more information, please call us at 1 888 674 4138 or send us an email. Electronic delivery is provided free of charge from GE Interest Plus; however, other online service provider charges may apply. To print or save a copy of the disclosures and other information you must have a printer and a browser with print screen capability or be able to save files to your computer. To successfully send, receive and retain the information and disclosures related to GE Interest Plus, you will need the following hardware and software requirements: ongoing 32 bit operating system (Windows 98 or later version). An Internet Browser or Internet Explorer 6.0 or higher. Business is not an FDIC insured deposit. GE Interest Plus for Businesses is not guaranteed under the FDIC's Temporary Liquidity Guarantee Program. It is possible to lose money if GE Capital is unable to should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.scd.gov](http://www.scd.gov) by directly, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the prospectus if you request it by clicking here or call toll free 1 833 374 4138. GE Interest Plus for Businesses is offered to the general public; prospectus only. In making an investment decision regarding GE Interest Plus for Businesses, you should rely only on the information contained in (1) the most recent GE Interest Plus for Businesses prospectus; (2) any related prospectus supplement and (3) the pricing supplement or supplements that describe the terms of GE Interest Plus for Businesses. All offerings are subject to delivery of the prospectus and the prospectus supplements. You should read prospectus in that registration statement and the other documents that General Electric Capital Corporation has filed with the SEC for more information about General Electric Capital Corporation and this offering. Click on the link below to review the prospectus online: [B2011 General Electric Capital Corporation Privacy Policy](#). GE Interest Plus for Businesses is an investment in the senior, unsecured debt of the General Electric Capital Corporation. You should note that SE Interest Plus for Businesses is not a money market fund, which is generally a diversified fund investing in short term debt securities of many companies. Unlike bank deposits and certificates of deposit, GE Interest Plus for should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.ec.gov](http://www.ec.gov) by directly, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the

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H You must link a banker operating account to your investment to be able to transfer funds to and from your investment You will be enrolled in our free Quick Trans actions service and our Wire Redemption Service. Please provide information on your Bank checking or Operating account Bank Name: \* Bank Checking or Operating Account Number: \* Does your bank use ttifferent routing numbers for ACH transactions and wires? C Yes P No Routing Number for both ACH Transfers and Federal Fjrrfs Wire Transfers: GE Inteiest Plus fee Businesses is an investment in the senia, unsecured ouptuste efeM of the Gfenersl EledricCapitB1 CciptHaticri You snoLld natethat SE Interest PILsfor Businesei Mat s are not a pnapectus it ynu request it by did mg here a celling loll free 1 BSB S7 WI3B.

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Your security is important to us. Please complete your online registration by selecting a personal security image and pass phrase. Each time you login you will know that you are at the genuine GE Interest Plus site when you see the image and pass phrase you've selected. *Hi 2011* General Electric Capital Corporation Privacy Policy GE Interest Plus Business Is an unsecured debt of the General Electric Capital Corporation. GE Interest Plus is not a money market fund, which is generally a diversified fund of investments in high term debt securities of many companies. Unlike bank accounts and certificates of deposit, GE Interest Plus for Businesses is not an FDIC insured deposit. GE Interest Plus for Businesses is not guaranteed under the FDIC's Temporary Liquidity Assurance Program. It is possible to lose money if GE Capital is unable to pay its debt. Please see the following important information.

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Name of the Corporation: Tax Identification Number State of Incorporation: Date of Formation: Type of Business: Specific Category: Business Phone Number: Permanent Address: I Have a Different Mailing Address: Business Title: Office Email Address: Primary Phone: Social Security Number: Date of Birth: Home Address: Time at Address: Username: Password: Security Maps: Pass Phrase: Security Question 1: Security Answer: Security Question 2: Security Answer: Security Question 3: Security Answer: §2311 General Electric Capital Captation Privacy Policy Businesses is not an FDIC insured deposit GE Interest Plus fee Businesses is not guaranteed under the FDIC's Temporary Liquidity Guarantee Program. It is possible to lose money if GE Capital is unable to The issuer has filed a registration statement (including a prospectus) [Registration Statement *Ho* 333.160437] with the SEC for the offering to which this communication relates Before you invest, you should read the prospectus and that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml) by clicking here . Alternatively, the issuer, any underwriter, or any dealer participating in the offering will arrange to mail you the prospectus if you request it by clicking here or calling toll free 1 800 574 413B.

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