



ADVANTAGE INDUSTRIAL AUTOMATION SIGNS VALUE ADDED RESELLER AGREEMENT WITH GE'S DIGITAL ENERGY BUSINESS

Advantage Industrial Automation to Distribute Software Solutions from GE's Digital Energy Business in the Southeast United States

ATLANTA—May 28, 2015—Advantage Industrial Automation today announced the signing of a Value Added Reseller (VAR) agreement with GE's Digital Energy business to sell its advanced software solutions. Advantage Industrial Automation is recognized as being an industry leader in automation and control solutions. This new partnership is an important step in Advantage Industrial Automation's strategy for continued growth in the utilities market.

"Joining the GE Value Added Reseller program not only increases our product offerings but it extends the commitment we made to our customers to bring them the latest technology and complete solutions, something we continually strive to do," said Steve Smith, VP & CTO, Software Products Manager SE US, "We are excited to be a part of the GE Digital Energy VAR program and look forward to a successful partnership."

Under the terms of the agreement, Advantage Industrial Automation will sell GE software solutions such as its Smallworld, FieldSmart and PowerOn products. Advantage Industrial Automation provides many complementary products from GE's Intelligent Platforms business as well as other major manufacturers.

"Our portfolio of advanced software solutions provides customers with an array of options to help improve the functionality and resiliency of their transmission and distribution networks. It better connects equipment and field personnel to improve communication and ensure an accurate, real-time view of network operations and asset performance is available," said Brian Boutte, Global Channels and Strategic Partner's Leader, GE's Digital Energy Business. "Our agreement with Advantage Industrial Automation will enable us to meet our customers' needs faster and more efficiently."

About GE Digital Energy

GE's Digital Energy business is a global leader in transmission and distribution solutions that manage and move power from the power plant to the consumer. Its products and services increase the reliability of electrical power networks and critical equipment for utility, industrial and large commercial customers. From protecting and optimizing assets such as generators, transmission lines and motors, to delivering analytic tools to help manage the power grid, GE's Digital Energy business delivers industry-leading technologies to solve the unique challenges of each customer. For more information, visit <http://www.gedigitalenergy.com/>.

About GE

GE (NYSE: GE) imagines things others don't, builds things others can't and delivers outcomes that make the world work better. GE brings together the physical and digital worlds in ways no other company can. In its labs and factories and on the ground with customers, GE is inventing the next industrial era to move, power, build and cure the world. www.ge.com

Follow GE's Digital Energy business on Twitter [@GEModernGrid](#), [LinkedIn](#) and on [YouTube](#).

About Advantage Industrial Automation

Advantage Industrial Automation was founded in 1989 to fill a void in the market place. Advantage provides automation solutions to Industrial Users, OEMs and System Integrators that help to increase productivity and quality, reduce downtime, save energy or provide a safer work place. Advantage does this by adding value to the leading products in this field. Advantage has grown consistently over the years by developing long-term relationships with targeted customers based on mutual success. For more information, visit <http://www.advantageind.com>

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