

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 for Businesses is an investment in the strict, unsecured debt of the General Electric Capital Corporation. You should note that GE Interest Plus for Businesses Notes Interest Plus for Businesses is not 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 pay its obligations. Important investment information. The issuer has filed a registration statement (including 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. For more information, visit [www.edgar.gov](http://www.edgar.gov) and this website. You may get these documents free by visiting EDGAR on the SEC website at [www.edgar.gov](http://www.edgar.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 1-800-413-7413. 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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Powerful Liquidity You can easily add or redeem funds by electronic transfer to your linked bank account. You can also wire funds in and out. And you can easily manage *four* investment through our eService website. Plus you'll earn more on every penny you invest because there are no sales charges or maintenance fees. Read our Prospectus. GE Capital, we believe that an educated investor is a better investor. That's why you are encouraged to read our prospectus. It contains everything you need to know about investing in GE Interest Plus S. Download the full prospectus (PDF format) [GE Interest Plus S Questions?](#) Contact us or call us at 1 833 674 4133. 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 the senior, unsecured debt of GE Capital Corporation. You should not think that GE Interest Plus for Businesses Notes are 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 for Businesses is not an FDIC-insured deposit. GE Interest Plus for 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 its debts. Please see the prospectus for important information. The prospectus is available at [www.gecapital.com](#) and [www.sec.gov](#) (including a prospectus) [Registration Statement No. 333-141771-B7J with the SEC filing number to which this CD communication relates. Before you invest, you should read the prospectus. In that registration statement and the documents that are filed with the SEC for more complete information about the issue\* and this offering. You may get these documents for free by visiting [www.gecapital.com](#) on the SEC website [www.sec.gov](#) or by clicking here. Alternatively, the issuer, any underwriter, Many dealer participating in the offering will arrange to mail you the prospectus if you request it by clicking here or calling toll free 1 800 374 4133. <sup>1</sup>Yield reflects the annual rate of return on your investment. It assumes that interest is accrued daily and posted monthly, and that there are no additional Investments or redemptions. The portion of your investment that is greater than \$1 million will earn a rate of .2594 and a yield of .25%. GE.com GECapital.com Prospectus Privacy Policy SEC Filing Request a Rate History Site Map Contact Us 5.01 1. General Electric Capital Corporation

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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 unsecured 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 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 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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5\_ Questions? Contact us or call us at 1 888 674 4133 Representatives are available Monday Friday, from 8:30 a.m. to 7:00 p.m. ET GE Interest Plusfa\* Businesses is an investment in the senior, unsecured subordinated debt of the General Electric Capital Corporation. You should note that GE Interest Plusfa\* Businesses is not an FDIC insured deposit. GE Interest Plusfa\* Businesses is not Guaranteed under the FDIC's Temporary Liquidity Guarantee Program. It is possible to lose money if GE Capital is unable to pay its debt. Please see the prospectus for important investment information. The issuer has filed a registration statement (including a prospectus) [Registration Statement No. 333-144771] with the SEC for the offering in which this communication relates. Beneficiaries 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 manage to mail you the prospectus if you request it by clicking here or calling toll free 1 888 674 4133. We will disclose the annual rate of return on your investment. It assumes that interest is accrued daily and posted monthly, and that there are no additional investments in the offering. The portion of your investment that is less than \$5 million will earn a rate of .25% and a yield of .25%. GE.com GE Capital.com Privacy Policy & EC Filings Request a Rate History Site Map Copyright 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 ElenricCac itsI CcMnorBtion Pfi a Policy GE Interest Flu; if an investment in the ssnicr. unsecured ccrpswte debt of the General Electric Capital Corporsti en. Ycu incll: note that GE Interest Plus : : are not : money martlet fund, which is generally a diversified fund ccn.si.stin g of investment in shc t term debt ecuTitie; cf many companies. Unlifce bank accounts and certificates, of deoo sit. GE Interest Plus is nnt an FDID insuferJ deposit GE Intefest Plus is not guaranteed un d e\* the FDIC s Tempwary Liquidity GuaTanlee PragjBjn. H is feasible tc lose mc ney if GE Capital is unable tc pay its detta. Please see the pfs spectus fa irnpcftant Investment InfonnBtiDn. The issuer has filed s fegistjati nn statement [including a. praspedu. [R&gistiHtian Statement Ma. 333 1EKWB7J with the SEC for the offering to which this cammuniratin n (elates. Befrwe you invest, ycu shculd read the prcspectus in that legistyBtlan statement and ether documenb the issuer has filed with the SEC frx mere complete inFormsti on about the Is uef and this offering. You may get these documents f wfree by visiting EDGAR en the SEC website Btww.v.secgpv w by dicfcin g here . Alternatively, the issuer, any underiwiter. sr any dealer participating in the cflffng will fliiange to mail yau the Mcsoerfusirvcureaeat itbv dieting heie c\* callinc toll free 1 BfJfl 33 44SO.

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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 BE 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 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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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 Guarantee 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 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](http://www.sec.gov/edgar) 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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