

March 4, 2006

James Campbell
President and CEO
GE Consumer & Industrial
Appliance Park
AP3-232
Louisville, Kentucky 40225

Dear Sir,

On Christmas day, our new GE Profile oven failed, ruining our Christmas dinner. During the past 10 weeks, we have contacted your support group no less than six times (see the attached "Customer Service Contact History"). It is now March and we still do not have a functioning oven. We have received the worst customer service that we have ever witnessed.

We have had Customer Service schedule a repair call with a repair agency from Los Angeles, even though we live in Madison, WI. We have had Customer Service tell us we would have to pay for the next repair call, even though our GE Profile range is less than 8 months old. We have been forced to bring in an electrician twice to prove that your oven is at fault (see the attached bill for \$364.89). We have spent 16 hours of our vacation time waiting for your repair technicians. GE touts their 6 Sigma initiatives yet this range hasn't even performed to 2 Sigmas at this point in time.

A 2005 Gartner study predicts that 60 percent of organizations will see frustrated customers switching to competitors due to poor customer service. At this point in time, we would love to throw out our new GE range and switch to a Wolfe or Viking range. Unfortunately, we cannot afford to throw away the \$1600 we spent on your product.

GE should: replace our range immediately, reimburse us for our electrician's charges, give us an extended warranty on the new range and provide us with a direct contact with a Customer Service manager for any future repair issues.

Sincerely,

Jim Phelps and Ena Urbach
5414 Dorsett Drive
Madison, WI
(608) 271-7243 Home (608) 239-4389 Cell

Attachments: Customer Service Contact History, Electricians Bill, Original Invoice

Customer Service Contact History Case# 533-5475

Failure 1: December 25, 2005

Oven came to temperature and continued to show that it was at temperature. Front panel was operational. Oven temperature dropped and oven never reheated. The duck dinner had sat at 104 degrees for 2 hours and was inedible if not dangerous.

Customer Service Contact 1: December 26, 2005

Contacted Customer Service via website. Called Customer Service phone number listed. Corrected address for the first time.

Repair Visit 1: January 16, 2006

Technician arrives and tests range. Range fails during tests. Orders new front panel.

Repair Visit 2: January 18, 2006

Technician arrives with wrong part.

Repair Visit 3: January 20, 2006

Correct part received via FedEx. Technician arrives and replaces part.

Failure 2: January 21, 2006

Oven failed again in same way.

Customer Service Contact 2: January 23, 2006

Contacted Customer Service via phone. Corrected address for second time.

Repair Visit 4: January 25, 2006

Technician tests range. Makes no repair. Says to watch for error codes. Technician states that he suspects the problem is with the house wiring.

Failures Continue...

Customer Service Contact 3:

Corrected address again. Schedule next visit.

Electrician Visit 1: February 16, 2006

Preemptively have outlet replaced and wiring check. No problems found. No signs of arcing, shorting or other wiring issues.

Repair Visit: February 24, 2006

Technician arrives and makes no repair. Swaps leads on front panel. States now when the wiring fails, we will see error codes. Call electrician and have him speak with Technician. Technician leaves before electrician arrives. Technician states that all future contacts will have to be with Customer Service.

Electrician Visit 2: February 24, 2006

Second check of house electrical. No issues found.

Failures continue as per above. No errors codes. No loss of display on front panel.

Customer Service Contact 4: February 27, 2006

Call and talk Customer Service representatives who states that we will have to pay for all future repair visits. We request a different technician. Ms. Thompson says she will contact us with a new technician. We are told there is no GE Service Technician in our area.

Customer Service Contact 5: February 27, 2006

Call and speak with Ms. Little to complain about service up to this point. Customer Service still has wrong address. We are told again there is no GE Service Technician in our area.

February 28, 2006

Ron of Allegro Appliance Repair, 29 Palms, CA (760) 367-7885 calls to schedule the appointment. He had been contacted by GE. Learns we are in Wisconsin. We describe the problem. Ron does not believe it is house wiring related.

Customer Service Contact 6: March 2, 2006

Call and ask for Ms. Little. Transferred to Technical Support who transfers me back to Service. Speak with Carol Miller. She corrects our address. Schedules a visit by American TV and Appliance.

Failures continue...

Model# J2B919WEK1WW

Serial# XXXXXXXXXXXXXXX