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GENERAL ELECTRIC CAPITAL CORP Form 424B2 August 10, 2012

Pricing Supplement Dated July 3, 2012 (To Prospectus Supplement Dated August 10, 2012 and Prospectus Dated July 3, 2012) Rule 424(b)(2) File No. 333-182527 Pricing Supplement No. 2012-B3

GENERAL ELECTRIC CAPITAL CORPORATION GE Interest Plus® for Businesses Variable Denomination Floating Rate Notes

Greater than

Interest Rates: \$500 to \$5 million\$5 million

Rate Yield Rate Yield .70% .70% .25% .25%

Special Processing fees:

| 1099-INT Copy | \$10.00 |
|------------------------------------------------------------------|---------|
| Cash Rejection Processing Fee | \$10.00 |
| Domestic Wire Fee (regular outgoing wire request) | \$25.00 |
| Everyone Wire Equ (for one time wires: demostic wire for of \$25 | |

Express Wire Fee (for one-time wires: domestic wire fee of \$25

plus

rush fee of \$10) \$35.00 Overnight Mailing Charge \$10.00 Statement Copy \$10.00

Effective Date: August 10, 2012 until such time as different rates or fees are determined by the GE Interest Plus

Committee. Information on current interest rates is available at www.gecapitalinvestdirect.com or by

calling 800-433-4480, 24 hours a day, seven days a week.

The rates and fees for GE Interest Plus for Businesses Notes are separate and distinct from rates and fees established for GE Interest Plus, which is offered to individual investors.