



## PRESS RELEASE

### New GE® Side by Side Refrigerators Keep Foods Garden Fresh Longer, with A+ Class Energy Rating

**Brussels, Belgium** –In this economy it is more important than ever that the foods, you purchase with your hard earned money, stay fresh longer. New 648 liter-capacity side-by-side refrigerators from GE feature ClimateKeeper™ technology, an advanced food storage system that keeps food garden-fresh longer. Through precise digital controls, electronic sensors and a multi-flow air tower, the ClimateKeeper System manages temperatures, with higher humidity in the fresh food compartment. Combined with GE's FrostGuard™ technology, which defrosts the freezer only when necessary, the risk of freezer burn is greatly reduced.

The five new GE side-by-side refrigerator models are all rated A+ class energy, with 467 kWh per year usage so you can save money on your energy costs. An external control panel allows you to manage all the functions of the refrigerator, including the temperatures settings, without opening the doors – saving energy, as well.

The fresh food compartment provides 400 liters of fresh food storage. Humidity controlled vegetable and fruit compartments and sealed snack pans help to preserve the freshness of foods, keeping their flavor and nutrients. Slide-out, spill-proof glass shelves are adjustable and make clean up easy by containing spills within the shelf surface.

The freezer section provides 248 liters of chilly storage. Slide 'n Store full-extension freezer baskets maximize storage space and flexibility. They also ensure easy access to frozen foods.

Tall LightTouch! Dispenser accommodates glassware and containers of all sizes, from pitchers to water bottles. It includes a new wide paddle that dispenses water and ice at the slightest touch. GE water filtration removes impurities, providing your family with fresh-tasting, filtered water.

The 607mm case depth is easy to adapt to European kitchen cabinet standards. An optional trim kit is also available that provides a fully “hidden” integrated solution.

The new GE side-by-side refrigerators are available in white, black and CleanSteel. GE CleanSteel refrigerators were developed for consumers who appreciate the look of stainless steel, yet enjoy an appliance without visible fingerprints, one that truly suits their way of life. Designed especially for busy families, the CleanSteel exterior is made of a protective laminate over steel that wipes clean with just a damp cloth. If you want to display a child's artwork or your weekly schedule, the CleanSteel surface holds magnets.

Available models are:

- GCE21XGYFWW / BB / LS, in high-gloss white, black or with CleanSteel feature
- GCE21XGYFNB, clad ready model
- GIE21XGYFKB, trimkit with stainless steel look trims and handle

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