



PRESS RELEASE

Stylish 2010 GE Side By Side Refrigerators Deliver Big Capacity, Innovative Food Preservation

Brussels, Belgium – The 2010 lineup of GE refrigerators offers the large capacity, quality and reliability associated with American refrigerators. They are A energy rated, deliver exceptional food preservation and are clad in stylish design elements such as a choice of high gloss colors or a monochromatic look for stainless steel models.

Consumers will not need to guess what the temperature setting is when they can select an actual temperature on a convenient digital Actual Temperature control located on the dispenser unit on the outside of the door. New LED dispenser lighting provides total light emitting capability with very low energy use. These long life lamps are ideal for the dispenser as they generate excellent light with very little heat.

GE counter depth refrigerator models are available in 671 liter or 648 liter gross capacity. These models fit the standard 60 cm depth counter but are versatile enough to be placed as a freestanding unit. The sleek stainless steel GE refrigerators provide a consistent look with stainless trim and handle. In addition the refrigerators include a grey case and gaskets with monochromatic overlay and recessed graphite dispenser area. The GE badge appears prominently in the upper right corner for all to see.

The Climate Guard food preservation system features electronic sensors to constantly monitor temperature at all points. External digital electronics provide an actual temperature display for your convenience.

GE standard depth refrigerators - 72cm depth - are available in 2010 with huge 838 liter or 755 liter gross capacity interiors. These models are perfect for those who love to cook and entertain or for those too busy to shop for food daily. The standard depth models are also available in the same finishes as counter depth refrigerators along with the external display of actual refrigerator temperatures so consumers can conveniently monitor this without opening the refrigerator. In addition, the new GE standard depth side by side units offer a choice of flat top doors with hinges or crown top doors with hidden hinge. The freshness center maintains the fresh taste of any food stored in this stack of specialized drawers – there is a convenient 3-stack drawer system in model GSE25MGYC - that control humidity and temperatures. In the freezer, Frost Guard technology helps - reduce freezer burn.

Large bin storage holds big containers for easy access and integrated shelving in the fresh food section slide out for easy cleaning.

In 2010, consumers can simply look for the GE badge on the refrigerator and they will know that they are purchasing the history, stylish appearance, large capacity, advanced food preservation system and reliability of a quality made GE refrigerator.

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Media contact: Claudio Da Soller
+39 340 172 4820
claudio.dasoller@ge.com