



PRESS RELEASE

GE Presents Sleek, Innovative Top Freezer Refrigerators for Kitchens of all Sizes

Brussels, Belgium – Whether consumers need a refrigerator for a small flat in the city or a large estate in the country, GE brings to market a product lineup of fashionable, innovative top freezer refrigerators that are available in 13 cu ft, 14 cu ft, 18 cu ft or 19 cu ft models with capacities ranging from 381 to 535 gross liters.

No matter the size selected, GE offers a choice of sophisticated exteriors featuring hidden hinges and a crown top door with exteriors clad in smooth, high gloss white, elegant clean steel or dramatic black glass. The badge on the door identifies it as an American style GE refrigerator with good looks on the outside and the latest technologies on the inside.

The full lineup of 2010 GE top freezer refrigerators are A energy class and rated for tropical climates. These models are fully EU compliant and suitable for all markets.

Inside the multi air flow fresh food compartment, the innovation continues. The Climate Guard food preservation system features an electronic sensor to constantly monitor temperature at all points. Fruits and vegetables stay fresher longer thanks to humidity control available on two large crisper bins. A full-width deli shelf provides a controlled atmosphere for fresh deli meats and cheeses. In addition, it is wide enough to accommodate a fresh pizza. Tempered glass shelves are adjustable to accommodate a variety of different sizes and shapes.

On the door, double depth door bins save space by providing two levels of storage. A hinged space saver door bin swings out to provide easy access for foods stored in the back. There's plenty of storage for large milk and beverage containers in the deep door bins.

In the freezer, the versatile storage continues. The no frost freezer features a manual ice maker that is conveniently located on the door, saving important freezer cabinet space. It is a virtual ice factory with a cartridge that fits in the door, featuring a stack of three swing-out ice trays that you fill manually, but once the water freezes, you turn the knob and cubes fall conveniently into the ice storage basket.

This new 2010 GE top freezer refrigerator lineup delivers the innovation, reliability, flexibility and style of an American refrigerator in sizes that fit kitchens of any size.

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