



## PRESS RELEASE

### New GE Pro Look side-by-side with stainless steel clad doors and ClimateKeeper II technology

**BRUSSELS, Belgium** - The new GE Pro Look side-by-side refrigerator offers your customers beauty and brains. This 25 cubic foot refrigerator is counter depth so it appears built in. It features stainless steel clad doors with hidden hinges. Sleek pro look handles and a dispenser with stainless trim and graphite overlay complete the look.

GE marks this elegant refrigerator with a new red GE badge. The striking and bold new GE logo, with its contemporary stainless steel setting, has its roots in a classic GE logo from the 1930s.

ClimateKeeper2 Technology is the brains of this refrigerator and allows it to keep food "garden fresh" longer. Electronic sensors constantly monitor temperatures at every level in both fresh food and freezer. A multi-flow air tower delivers precise cooling throughout the interior with vents and air passages engineered for maximum effectiveness. Digital electronic temperature controls allows precise temperatures in fresh food and freezer and displays the actual temperature readout externally on a monitor near the dispenser unit. You won't have to open the door and let out the cool air in order to read the internal temperature.

Model GHE25RGXFSS with stainless steel clad doors and ClimateKeeper II technology is available now throughout the GE Appliances dealers' network in Europe, Middle-East and Africa.

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