



PRESS RELEASE

GE Profile™ Side-by-Side Refrigerator with ClimateKeeper2™ Technology Offers Excellence in Food Preservation with Fast New Features, Stylish Enhancements

BRUSSELS, Belgium— The company that invented the first two-door refrigerator-freezer combination 60 years ago continues to bring innovative ideas to food preservation that help make consumers' lives easier.

Starting this spring, the new GE Profile Side-by-Side Refrigerator with ClimateKeeper2™ technology, the refrigerator that's been proven to keep foods garden-fresh longer, offers even more imaginative features in select models—including fast-filling and precise technology in the water dispenser, a convenient slim water filter, new customizable LCD controls and an attractive high-gloss smooth door design. Furthermore, all the models will be rated “A” energy!

Get in the fast lane

New technology on the water dispenser allows water to dispense even faster, making this one of the fastest filling dispenser on the market – till 100 ounces (ca. 3 liters) of water in 1 minute!! The dispenser also includes the popular PreciseFill, which allows cooks to program the desired measurement of filtered water they want .

In the fresh food section, the CustomCool drawer includes ExpressThaw, which thaws meats safely in hours, not days and ExpressChill, which cools drinks in minutes, not hours. Additionally, the SelectTemp feature in the drawer allows consumers to custom set temperatures for optimal cooling of certain foods.

Satisfy your control cravings

If these conveniences were not enough to turn consumers into braggarts, the new design features of this unit will certainly turn the neighborhood green with refrigerator envy.

New color-customizable LCD touch controls give consumers control of everything in the refrigerator from the outside, including the amount of water dispensed in the water dispenser to the temperature inside the refrigerator. The eight color selections on these new controls—from orange splash to candy blue—mean consumers can match the refrigerator's display to their kitchen's décor.

Additionally, the sleek dispenser is color-matched to the refrigerator door for a seamless appearance that further integrates the dispenser into the overall design.

Freshness is a virtue

Of course, this refrigerator still features the immensely popular **ClimateKeeper2 technology**, an advanced food storage system that keeps food garden-fresh longer. Two cooling systems, one for the freezer and one for the fresh food compartment, provide advanced humidity control to protect food, limit defrosting and keep food odors from transferring to the freezer. Combined with GE's exclusive, **FrostGuard™ technology**, which defrosts the freezer only when necessary, the risk of freezer burn is greatly reduced.

The new features are now available on 10 new models of GE Profile side-by-side refrigerators. Model numbers PHE25TGXFBB, PHE25YGXFBB (available also in white color) and PJE25YGXFSV include also ClimateKeeper2 technology. The refrigerators come in a choice of free-standing 72cm depth or 61cm counter-depth configurations in white, black or stainless steel wrapped.

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