Launch of Innovation Studio by GE Profile Creates New Product Launch Pad for Appliances

Invitation to Join Community as New Tech Emerges from Brand

LOUISVILLE, Ky. – February 8, 2021: You're part of a community of do-betters and go-getters, always on the lookout - not for what's new, but for what's innovative. **And so are we… always have, always will.** What if you could watch the future take shape?

Introducing the Innovation Studio by GE Profile™. At the intersection of perceptive ideation and engineering brilliance, we're changing what's going on around us by showcasing what's going on within.

Creating a journey to manifest better realities, the Innovation Studio by GE Profile™ seeks to create a place where unlimited innovation takes shape. A place where products are created that bring advanced technology solutions to those hungry for features they never dreamed they needed, but will crave once the possibility is imagined.

"GE Profile delivers products with cutting-edge technology as industry-firsts that disrupt the marketplace," said Todd Getz, executive brand director for GE Profile and GE brand. "This new effort will engage consumers with different approaches to explore new products that create ease, convenience and *wow* made possible by their appliances."

The Innovation Studio by GE Profile is created as a testing and development facility, staffed by engineers and designers as a new space that evolves with the content being developed under lock and key, but can now be shared with a growing fan base. It's an idea playground for developmental products created for early adopters rather than perfection at purchase. It allows for a pre-order, pre-purchase product conversation with consumers that grows the technology while testing enthusiasm for product ingenuity. This is not co-creation in a maker's space, this is engineering brilliance.

To join: www.InnovationbyGEProfile.com or follow us @geprofileinnovationstudio on Instagram and Facebook.

The first two products in development by the Innovation Studio by GE Profile will be teased during the International Builder's Show and Kitchen and Bath Industry Show. Media tours are available from February 9-12, 2021. Book your appointment here or email media@geappliances.com.

About GE Appliances:
GE Appliances strives to make the world a better place and is committed to leading in the U.S. communities where its 14,000 employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. Headquartered in Louisville, Ky., products are sold under the Monogram®, CAFÉ™, GE Profile™, GE® Appliances, Haier, and Hotpoint® brands. Its appliances, which are in half of all U.S. homes., include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com

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