



GE APPLIANCES EXPANDS LINE-UP OF SPEED COOK ADVANTIUM® OVENS FOR CONTINUED CONVENIENCE & SIMPLIFIED COOKING

These Ovens Pack a Punch by Combining Multiple Cooking Technologies in One Appliance

LOUISVILLE, Ky., Feb. 25, 2025 - GE Appliances, a Haier company, continues to expand its line-up of the most advanced cooking technology with three new built-in Advantium® speed cooking oven models. The innovative oven line-up, available across Monogram™, GE Profile™ and CAFÉ™ brands, can cook food two to eight times faster than conventional ovens offering kitchen efficiency without sacrificing high-quality results.

"We're giving more people access to a kitchen multi-tasker that delivers the perfect balance between speed and precision with a single device" said Daryl Williams, executive director of global specialty products. "From microwave to convection cook modes, the capabilities of Advantium ovens have redefined how consumers prepare food. Packing this oven with new features like an in-oven camera and built-in WiFi so it continues to get smarter over time, makes this a home essential indispensable."

Designed to cater to a variety of cooking needs, the Advantium wall oven line-up delivers powerful versatility with multiple cook modes in one appliance: Speedcook, True Convection Bake, Microwave, Broil, and Warm/Proof. The Speedcook setting uses halogen light technology to crisp and brown exteriors like a conventional oven while microwave energy cooks interiors evenly and retains moisture.

For the ultimate convenience and exceptional cooking results, the oven also comes pre-programmed with 175 menu selections tailored to its unique cooking capabilities, taking the guesswork out of speedcooking times and settings. By reducing cook times, the expanded line-up transforms elaborate weekend dishes like lobster or roast chicken into a feasible weekday meal. With the 240-volt model, owners can look forward to comfort food favorites like a three-layer lasagna, ready in just twenty-five minutes, cutting the average baking time in half compared to a traditional oven.

The full Advantium line-up (120-volt or 240-volt), including the Monogram™ 5-in-1 Oven with Advantium® Technology, the CAFÉ™ 5-in-1 Oven with Advantium® Technology and The GE Profile™ Single Wall Oven with Advantium® Technology, builds on the features owners of Advantium already love plus several other new features that make cooking easier, such as:

- **In-Oven Camera:** With an innovative in-oven camera, owners can easily monitor their food's progress without ever having to open the oven door, preventing heat loss and ensuring perfect results every time.
- **Built-in WiFi:** Enabling over-the-air (OTA) updates so the Advantium can get better over time and allow users to access new features.
- **Android OS Compatibility:** Allows for easier OTA updates and improved user interface.
- **Flexible Installation:** The expanded line-up is now available as an above cooktop configuration or as a wall oven, providing options to fit in any kitchen layout. Owners who choose an over-the-range model can combine the speedcooking oven with a conventional

oven cavity below. Alternatively, consumers can choose a sleek built-in wall oven configuration for a seamless, integrated look.

- **Speed:** The time it takes to cook weekday meals with Advantium is faster than getting takeout delivered! The 240-volt model offers faster cooking times and a more powerful performance, cooking items two to eight times faster than a traditional oven while the 120-volt cooks items two to four times faster. With Advantium, no preheat is required, eliminating the time owners spend waiting for their ovens to be ready!
- **Custom Recipe Saver:** With the SmartHQ app, owners can conveniently save up to thirty custom recipes to improve the cooking experience.
- **Multiple Heat Sources:** Combining convection, microwave and light heat sources, owners can achieve the desired cooking results all in one appliance

The GE Profile™ Single Wall Oven with Advantium® Technology also offers a new appearance along with innovative features, including:

- **7" Color LCD Touch Screen:** With a vibrant display, owners can access clear step-by-step instructions, pre-programmed recipes and easy to navigate cooking modes, for an intuitive, modern cooking experience.
- **Serviceable Handle:** With changeable handles, the oven can easily be updated to complement changing kitchen styles and allow owners to customize the look of their oven.

The expanded portfolio under Monogram™, CAFÉ™ and GE Profile™ brands is available now at retailers nationwide, including models in 27" and 30", as well as 120-volt and 240-volt options. The Monogram 5-in-1 Oven with Advantium Technology starts at a MSRP \$3,700, while the CAFÉ 5-in-1 Ovens with Advantium Technology starts at a MSRP of \$3,009 and the GE Profile™ Advantium oven starts at a MSRP of \$2,399.

Visit the GE Appliances KBIS booth #W2613 or schedule a booth tour through <https://www.signupgenius.com/go/geappliances#/> or by emailing geappliances@allisonworldwide.com. For more information about GE Appliances and available products, visit www.geappliances.com or follow @geappliances on Instagram, TikTok or YouTube.

About Monogram™

For more than 30 years, Monogram™ Luxury Appliances has been synonymous with impeccable craftsmanship, elegance and prestige. At the intersection of thoughtful design and outstanding performance, Monogram inspires its owners to elevate their homes, culinary prowess and focus on wellness through its line of major and small kitchen appliances. For the latest products, visit www.monogram.com and follow @MonogramAppliances on Instagram, TikTok, Pinterest or YouTube to experience the #MarkofLuxury.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit www.cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Profile™

As a leader in connected appliances, GE Profile™ offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful



technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units