

LG HOME APPLIANCES RATED HIGHEST AGAIN IN AMERICAN CUSTOMER SATISFACTION

*American Consumers Prefer LG Home Appliances for Third Consecutive Year;
LG Washing Machines Continue to Lead in Reliability, Features, Performance*

ENGLEWOOD CLIFFS, N.J., Sept. 27, 2017 – LG Electronics once again beat out all home appliance competitors in customer satisfaction, achieving the number one spot in the coveted 2017 **American Customer Satisfaction Index®** (ACSI).^{*} Marking the third consecutive year that American consumers rated LG highest, the findings come from ACSI's 2017 surveys of randomly chosen consumers asked to evaluate their experiences with recently purchased household appliances.

“It is significant to note that not only does LG home appliances lead the industry again this year, LG is also among the highest rated in customer satisfaction for 2017 among all types of products and services measured in ACSI,” says ACSI Director David VanAmburg. “The challenge for appliance manufacturers is how best differentiate to their products to gain an edge in satisfying customers. Clearly LG continues to leverage success in this regard relative to competition, according to our 2017 survey results.”

LG's top customer satisfaction ranking from the ACSI comes on the heels of LG's record-breaking seven of 11 **J.D. Power** customer satisfaction awards in the laundry and kitchen appliance segments.^{**} The comprehensive 2017 J.D. Power Kitchen and Laundry Appliance Satisfaction Studies named LG highest in customer satisfaction in front-load washers, top-load washers, and gas and electric clothes dryers. LG laundry machines performed particularly well in four important areas: performance and reliability, ease of use, features, and styling and appearance.

“American consumers' love affair with LG home appliances reflects groundbreaking LG innovations that not only outperform other brands but also offer first-to-market technologies that make consumers' lives easier than they ever thought possible,” said David VanderWaal, vice president of marketing, LG Electronics USA. “The top ACSI ranking is proof that our mission to

exceed customer expectations in delivering innovation, design and reliability has a positive impact in households across America.”

Earlier this year, LG also earned the highest reliability rankings in front-load washing machines and high-efficiency top-load washing machines, as well as in both electric and gas dryers by a leading **U.S. consumer products publication**.***

LG has a long history of industry-first innovation in the laundry category, pioneering direct-drive inverter motors, steam technology and WiFi connectivity, among others. LG was the first to introduce a two-in-one washing machine with the innovative **LG SideKick™**, a washer that sits below an LG front-load washer designed to wash small loads that are a big deal and can't wait. The 1- cubic-foot washer can wash three to four pounds of laundry per cycle, operating simultaneously or independently with the LG front-load washer. Consumers can upgrade their new or current laundry room with the LG SideKick as it is compatible with LG front-load washers as far back as 2009.

Complementing LG's home laundry leadership, both the American Customer Satisfaction Index and J.D. Power also recognize unparalleled customer satisfaction with LG kitchen appliances. LG French Door refrigerators include the award-winning **LG InstaView™ technology**, which allows consumer to knock twice on the refrigerator door to illuminate the sleek glass Door-in-Door® panel, and see inside the refrigerator. The all-new **LG QuadWash™ dishwashers** put maximum cleaning in motion with four spray arms instead of the traditional two arms. The innovative **LG ProBake Convection™** technology, typically found in commercial-grade ovens, moves the heating element from the bottom of the oven to the back wall for optimal heat distribution that provides consistent heating on the top and bottom of every dish.

To learn more about the LG appliances visit www.lg.com/us.

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* LG holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 and 2017 American Customer Satisfaction Index® (ACSI).

**LG received the highest numerical score in the respected segments of the J.D. Power 2017 Laundry and Kitchen

Appliance Satisfaction Study, based on 6,241 (kitchen) and 14,745 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed February-March 2017. Your experiences may vary. Visit jdpower.com. For the full J.D. Power press release and scores, visit www.jdpower.com/industry/home-improvement.

****Washing machine reliability conclusions are based on breakage rate estimates for front-load and top-load washing machines by the fifth year of ownership, gathered from 33,519 consumers who purchased a new washer between 2009 and 2016. Dryer reliability conclusions are based on our failure rate estimates for clothes dryers by the 5th year of ownership, gathered from 54,690 subscribers who purchased a new dryer between 2008 and 2016. "LG" and the LG logo are trademarks of LG Corp. Other company and product names may be trademarks of their respective owners.*

About the American Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 180,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at www.theacsi.org.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit www.LG.com.

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