

## **LG TO DEBUT FIRST-EVER SUPER BOWL COMMERCIAL**

*Ridley Scott's company RSA Films, produces LG's Super Bowl 50 Spot  
Positioning LG OLED TV as New Era in TV Technology*

**ENGLEWOOD CLIFFS, N.J., Dec. 16, 2015** — LG Electronics (LG) announced today that the company's first-ever Super Bowl commercial will be produced by Ridley Scott's production company, RSA Films. Jake Scott will direct the spot that showcases LG's widely acclaimed OLED TV technology and introduces a soon-to-be announced addition to its OLED TV line. LG's Super Bowl 50 commercial spot will illustrate the company's commitment to exploring new technologies and communicate the bold message that OLED TV isn't just a new TV; it represents a whole new era in television technology.

LG's commercial draws upon the expertise and creativity of this father and son collaboration. Ridley Scott's *The Martian* recently won the 2015 Best Director Award from the National Board of Review, as well as garnering a Golden Globe nomination for best picture. He is also known for his breakthrough *1984* commercial for Macintosh, named the best Super Bowl ads of all time by Forbes. Not to be outdone by his father, Jake has six Super Bowl commercials under his belt, including Budweiser's 'Lost Dog', USA Today's highest rated commercial from last season.

"When I first saw OLED TV's, I was mesmerized by its staggering picture quality," said Ridley Scott. "With *1984*, audiences were introduced to a technological advancement that promised to change everything," said Jake. "I see a similar kind of disruption with LG OLED TV."

"We are extremely excited to work with Ridley and Jake Scott on the OLED TV Super Bowl commercial project," said Lee Jeong-seok, vice president and head of the Marketing Communication Division at the LG Electronics Home Entertainment Company. "LG will continue to offer consumers the opportunity to witness OLED TV's

abilities for perfect black levels and exceptional color representation, which come together to create a whole new viewing experience.”

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**About LG Electronics Home Entertainment Company**

The LG Electronics Home Entertainment Company is a global leader in television, audio video systems, monitors, personal computers, digital signage and commercial displays. The company opened a new era of innovation in the TV market, pioneering the use of OLED technology in home theater displays and implementing an intuitive operating system to allow customers to experience the full benefits of smart TV technology. LG is committed to improving customers’ lives with innovative home entertainment products led by its award-winning 4K OLED TVs, ULTRA HD TVs and webOS TVs. For more information, please visit [www.LG.com](http://www.LG.com).

**About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. [www.lg.com](http://www.lg.com).

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