



LG SPARKS INNOVATION AND SAVINGS THIS JULY FOURTH WITH BEST-EVER PRICING ON 'LG TWINWASH' 2-IN-1 WASHER

LG's Industry-First 2-in-1 Washer System Tackles Two Loads of Laundry at Once

ENGLEWOOD CLIFFS, N.J., June 26, 2017 – Kicking off the holiday weekend with a bang, LG Electronics USA has launched a three-week nationwide retail promotion that gives consumers the best savings ever on its biggest innovation in home laundry – **LG TWINWash™** – a front-load washer and LG SideKick™ mini top-load washer in the pedestal. With prices as low as just \$799*, consumers can select from a variety of TWINWash models so that they have the flexibility to choose the two-in-one washer that is perfect for their home.

LG TWINWash empowers consumers to tackle two loads of laundry at once, or independently, with a front-load washer ergonomically placed on the top for larger loads and the smaller LG Sidekick washer that sits within the pedestal and is designed for small specialty loads. Just named the most reliable in all of its key laundry product categories by a **leading U.S. consumer products publication**, LG offers consumers peace of mind that no matter how they customize their LG TWINWash system, down to the exact color, size and features, their investment will outperform the competition for years to come.

“Summertime is a busy, memorable time for most families – from going to the beach, to summer camp, sports practices and to BBQs. Time is never-more precious. That’s why we created the LG TWINWash system – to give families the ability to save time by tackling two loads at once while still ensuring expert care for their clothes and linens,” said David VanderWaal, vice president, marketing, LG Electronics USA. “Gone are the days of shoving beach towels and bathing suits into the same load. With the LG SideKick, consumers can protect those specialty items and never have to wait for a large load to pile up again.”



The LG TWINWash provides consumers with a large front-load capacity at 5.2 cubic feet, so families can wash a full sleeping bag from summer camp with confidence it will come out looking (and smelling) nice. The LG SideKick, provides an additional cubic foot of capacity and has six cycles to choose from: normal, intimates, hand wash, active wear, rise + spin and tub clean, allowing consumers to wash delicate items at the same time.

The LG TWINWash bundle promotion includes a main ENERGY STAR® certified LG front-load washer (15 models to choose from) and accompanying LG SideKick pedestal washer (six models available in both graphite steel and white finishes across 27-, 29- and 30-inch width footprints). The LG SideKick pedestal washer can also be bought separately and is compatible with LG front load washers from 2009-present.

Summer Savings throughout the Home: “Insta-Savings on InstaView”

From the laundry room to the kitchen, consumers also can take advantage of outstanding holiday promotions on a variety of LG kitchen appliances – including the **LG InstaView™ Door-in-Door® refrigerator** starting at \$1,799 (up to \$1,500 in savings). Central to the kitchen and summer entertaining, the refrigerator is opened many times throughout the day, letting out cool air and wasting energy. Consumers can also take advantage of a 4-piece bundle offer that includes the InstaView refrigerator starting at \$2,845**. With LG InstaView, consumers can simply knock twice on the door to illuminate the sleek glass panel and see inside the refrigerator without having to open the door, helping to keep food fresh longer.

The LG InstaView refrigerator Fourth of July promotion includes a range of models in various sizes, finishes and configurations, including: **LFXS30796S**, **LFXS30796D**, **LMXS30796D**, **LMXC23796D**, **LMXC23796S**, **LMXS30796S**, **LFXC24796S** and **LFXC24796D**.

Consumers can take advantage of these promotions on LG appliance innovations throughout the home through July 12 at authorized LG retailers nationwide. To learn more, visit www.lg.com/us/promotions.



*LG front-load washer with LG SideKick as low as \$799 after discounts and customer mail-in/instant rebate. June 21-July 12.

** After discounts and customer mail-in rebates. Price may vary by retailers. See retailer for details.

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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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