

FOR IMMEDIATE RELEASE

**LG GIVES TEAM UNIFORM COLORS A NEW PURPOSE,
ENLISTS COLOR COMMENTATOR JAY BILAS TO HELP
NCAA MARCH MADNESS FANS ‘DO GAME DAY RIGHT’**

*LG Partners with Elias Sports Bureau to Uncover Never-Before-Seen Performance Statistics
Based on Team Uniform Colors for 2016 Division I Men’s NCAA® Basketball Championship*

ENGLEWOOD CLIFFS, N.J., March 7, 2016 – In its seventh year as an official NCAA® Corporate Partner, LG Electronics is reinventing the color commentator role this March Madness® season and releasing a series of exclusive statistics* that will help fans “Do Game Day Right®” by looking at the tournament from a whole new perspective – uniform colors.

LG has signed up ESPN College Basketball Analyst, Jay Bilas, as the official “LG Color Commentator” to provide fans everywhere with never-before-seen statistics exploring team performance through the filter of official team colors.

No stranger to the impact of color – with OLED TVs that produce more than a billion rich colors and TWIN Wash™ that washes two separate loads of laundry to protect your home and away uniform colors – LG will give NCAA fans an edge with new uniform color statistics from now until the end of the tournament. Verified by Elias Sports Bureau, each statistic reveals performance by uniform color by looking at all the teams that made the Final Four® since the tournament moved to the 64 team format in 1985.

As a preview of what’s to come for this year’s tournament, Bilas highlighted key findings for fans to consider when filling out their brackets:

- **A Thin Blue Line Between Grief and Greatness:** Teams that won the most championships wore blue (23), red (6), green (1) and orange (1). Teams that lost the most championships wore blue (20), red (6), orange (3), yellow (1) and green (1).

- **Blessed in Blue:** Teams that played the most championships wore blue (43), red (12), orange (4) and green (2).
- **Networthy Performance:** Teams with the most Final Four appearances wore blue (69), red (29), orange (9) and green (8).
- **Smackdown:** Teams with the largest average margin of victory in the tournament wore black (+11.1), blue (+10.8) and red (+9.6).
- **Lockdown D:** Teams that have averaged the fewest points allowed per game during the tournament wore green (64.7), blue (65.8) and orange (65.9).

“In sports, battle lines are drawn using team uniform colors, with fans literally wearing their allegiance, but no one has ever looked at the power and performance of a team uniform color,” said Bilas. “With pride and bragging rights on the line, LG’s stats are a fun consideration for fans when filling out brackets and another great example of the innovative ways that LG helps fans Do Game Day Right.”

LG enables March Madness fanatics to enjoy the games while ensuring the team colors on the court and in the wash are truly accurate, providing the ultimate game day experience. With its TWIN Wash laundry system and OLED TVs, LG is an expert when it comes to preservation and color accuracy.

Preserving jersey colors is especially important for those families who are loyal to competing teams and want to keep it that way. With the LG TWIN Wash’s Side Kick pedestal washer, an industry-first laundry innovation, fans can wash two loads separately at the same time, ensuring that jersey colors never bleed.

With LG OLED TVs, fans will feel like they’re courtside from the comfort of their living room. Only LG OLED TVs can deliver perfect blacks with the most accurate color reproduction available, capable of creating over one billion colors that are bolder and more lifelike than ever before. LG’s



complete line up OLED TVs also offer the widest viewing angles while maintaining their incredible picture quality, so everyone has the best seat in the house.

“A team’s uniform colors are a beacon of fan pride, spirit and unity, and they’re really a symbol of the fun this tournament brings people every year,” says David VanderWaal, vice president of marketing, LG Electronics USA. “As an innovator in color technology, who better than LG to show all the ways color can help you Do Game Day Right this season, from helping pick your bracket and cleaning your game day gear, to providing the best viewing experience at home.”

As fans don their team colors for Final Four weekend (April 2-4) in Houston, LG will help them Do Game Right, too. LG’s expanded presence during this year’s Final Four Fan Fest presented by Capital One® will give fans the opportunity to play games, experience LG products and take home their own game-day swag.

Please visit www.LGGameDay.com for great color statistics and tips on how to create the best game day experience.

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*Statistics researched and verified by Elias Sport Bureau. Statistics only encompass the performance of teams that made it to the Final Four from 1985 to 2015, not all teams in the tournament from those years. ‘Team color’ refers to the dominant color that represents that college and not necessarily the color that the team wore in a particular game, unless specified.

About LG Electronics USA

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