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**LG'S 2017 HDR-ENABLED UHD TVS RECOMMENDED
BY NETFLIX FOR SUPERIOR VIEWING EXPERIENCE**

LG TVs Receive 'Netflix Recommended' Designation for Third Year in a Row

ENGLEWOOD CLIFFS, N.J., March 20, 2017 — For the third consecutive year, LG Electronics' 4K Ultra HD TVs have been designated "Netflix Recommended TVs." The evaluation program led by the global internet TV company that popularized streaming recognizes TVs that deliver excellent Netflix performance and a superb viewing experience.

LG's 2017 TVs passed a strict evaluation process based on factors that matter most to consumers, such as ease of access and speedy performance, thanks in great part to LG's acclaimed webOS 3.5 smart TV platform. For the first time, LG's 2017 UHD models include a dedicated Netflix button on the remote control, enabling users to both turn on the TV and launch Netflix with the press of a single button. LG's newest TVs feature the latest version of Netflix, offering seamless access to the service directly from the home screen.

LG's 2017 TVs are also equipped with 4K HDR technology allowing Netflix's titles in 4K and HDR to stream superb picture quality with greater definition and more accurate colors with higher range. Titles including the entire Marvel series on Netflix, such as the recently launched *Marvel's Iron Fist* and other popular series such as *The OA* and *Chef's Table*, can now be viewed with incredible clarity. LG has ensured that its entire 2017 lineup of premium TVs support the full palette of HDR formats with Active HDR to render brighter scenes and greater shadow details when displaying HDR content, including Dolby Vision, HDR10 and HLG.

"It goes without saying that we are incredibly proud that our 2017 TVs are once again being recognized as Netflix Recommended TVs," said David VanderWaal, vice presi-

dent of marketing, LG Electronics USA. “We are continuing to find ways to give smart TV owners faster, easier access to 4K HDR content and a more enjoyable viewing experience with our TVs.”

“LG has been an industry leader in delivering excellent Netflix access and performance on their smart TVs,” said Scott Mirer, vice president of Device Partner Ecosystem at Netflix. “The Netflix Recommended TVs in LG's 2017 lineup exemplify that leadership, and provide our members with an exceptional Netflix experience.”

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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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