

FOR IMMEDIATE RELEASE**LG'S REVOLUTIONARY OLED TV TECHNOLOGY STARS
AT ENTERTAINMENT WEEKLY'S FIRST-EVER 'EW FEST'**

*EW Celebrates 25th Anniversary with LG OLED TV,
Entirely New Category of Television*

NEW YORK, Oct. 26, 2015 – Thousands of entertainment mavens and celebrities attending EW FEST, the celebration of *Entertainment Weekly's* 25th anniversary, over the weekend experienced a 25-year history of *Entertainment Weekly* content in a new way for the first time – on LG OLED TVs, hailed by industry experts as the “best picture ever.”

“Game-changing technologies from LG are enriching and shaping the way consumers enjoy home entertainment, so we jumped at the chance to bring our revolutionary OLED TVs to the epicenter of entertainment at EW Fest,” said David VanderWaal, vice president of marketing, LG Electronics USA. “LG OLED delivers perfect blacks, along with intense, life-like colors, giving EW Fest attendees the opportunity to experience iconic shows of yesteryear and today on this entirely new category of television.”

At EW FEST, presented by LG OLED TV, VIP attendees received exclusive access to the LG OLED TV Living Room – a futuristic lounge where they kicked back and watched celebrity interviews, highlights of EW's greatest moments over the past 25 years, and a wide array of custom content. Plus, because LG OLED TV delivers superior picture quality, even from wide viewing angles, guests had the best seat in the house, regardless of where they lounged. In addition, as reported by *Entertainment Weekly*, guests also participated in binge-a-thon screenings of *The Expanse* (Syfy), a first look at *Idiot'sitter* (Comedy Central), *Lucifer* (FOX), and *Ash vs Evil Dead* (Starz), as well as exclusive conversations with Aziz Ansari, Chris Carter, Ryan Murphy and more.

EW Fest's interactive LG OLED TV Studio featured on-the-ground *EW* correspondents reporting on the excitement of the day. Exclusive interviews with top celebrities, influencers and fans were shot in the Studio and featured on EW.com. Exclusive videos of behind-the-scenes content, including festival highlights and interviews, can be found on EW.com's 25th Anniversary homepage at <http://www.ew.com/25th-anniversary>.

LG Brings the OLED TV Experience to More Homes Than Ever Before

As entertainment enthusiasts celebrated this milestone event at EW FEST, consumers across the U.S. are also celebrating as LG OLEDs are now more attainable than ever before. This year, LG tripled the number of models in its OLED TV portfolio and recently announced 30- to 45-percent price reductions for the new flat EF9500 series and curved EG9600 series 4K Ultra HD OLED TVs. LG also is introducing a Full HD OLED TV for under \$2,000 for the first time in the industry, allowing more consumers than ever before to enjoy their favorite entertainment on OLED TV's advanced technology.

What is a TV without the best content streaming experience? LG OLED TVs feature the award-winning webOS Smart TV platform designed to make finding and switching between content options – including broadcast TV, streaming services and external devices – simple and fast. LG's updated webOS platform for 2015 models features an enhanced user interface, reduces boot time and allows users to personalize Launch Bar menus to make it easier than ever for users to access their favorite content, including entertainment from 4K partners* such as Amazon Video, Netflix, DIRECTV and YouTube, and many more Full HD options.**

Learn more about LG's 2015 OLED TV lineup at www.lg.com/us/experience-tvs/oled-tv. To follow the conversation online check out #OLEDisHere.

**4K/UHD content delivery standards still being developed.*

***Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. WebOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.*

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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 \$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.

About Entertainment Weekly

Entertainment Weekly is your all-access pass to Hollywood's most creative minds and most fascinating stars. The magazine was launched by Time Inc. in 1990 and is America's leading consumer publication in the entertainment category, with a guaranteed circulation rate base of nearly 1.8 million and a combined audience of almost 26 million loyal, engaged fans. Each day, EW.com publishes a myriad of featured stories, blog posts, TV-recaps, original videos, film reviews and photo galleries. In April 2015, the PEOPLE/Entertainment Weekly Network reached #1 in its competitive set with 56.4 million unique visitors and during the same month, EW.com desktop, tablet and mobile growth hit an all-time high of 19.9 million combined unique visitors. Entertainment Weekly is the first to know about the best in entertainment. With sharp insight, unparalleled access and a trusted voice, EW keeps readers plugged into pop culture. This is where the buzz begins.

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