

**FOR IMMEDIATE RELEASE****LG ELECTRONICS SCORES TOP RANKINGS  
IN HOME APPLIANCE CATEGORY**

*LG Washing Machines Rated Most Reliable by Leading U.S. Consumer Publication;  
LG Appliances Ranked Number One in Customer Satisfaction by ACSI*

**ENGLEWOOD CLIFFS, N.J., Sept. 30, 2016** — LG Electronics continues to receive accolades in the home appliance category, scoring the number one spot in a customer satisfaction survey among home appliance brands, according to a report just released by the American Customer Satisfaction Index® (ACSI). The findings come from ACSI's second-quarter surveys of randomly chosen customers who are asked to evaluate their experiences with recently purchased household appliances.

LG's top customer satisfaction ranking comes on the heels of LG's front-load washing machines being named the most reliable among all major appliance brands by a leading U.S. consumer publication. In the top-load washer category, LG also achieved the highest ranking (based on criteria including washing performance, water and energy efficiency and capacity) with its MEGA Capacity TurboWash™ steam washer ([Model LG WT5680HVA](#)).

“LG brings ground-breaking innovations to the market that not only outperform competitor brands but offer technologies that are first-to-market, making consumers' lives easier than they ever thought possible,” said David VanderWaal, vice president of marketing for LG Electronics USA. “The ACSI survey is proof that our mission to be at the forefront of innovation and design is paying off and making an impact in households across America.”

LG has a long history of innovation in the laundry category. Since its debut, the LG TWINWash™ with SideKick™ has garnered seven industry awards and accolades from leading industry organizations and consumer lifestyle and technology experts. With the LG TWINWash, users can wash two loads of laundry at the same time, utilizing the mini-washer in the pedestal as

an additional washing machine placed beneath the LG front-load washer. The LG SideKick pedestal washer is specifically designed to wash small, custom-care laundry loads; its compact size is perfect for special care items, including intimates, delicates and active wear.

Other innovations that make LG laundry solutions best-in-class include:

- TurboWash Technology: Powerful high-pressure nozzles save 30 minutes per load\*.
- Steam Cleaning: LG's steam technology gently but powerfully penetrates fabrics to help eliminate dirt, odors and wrinkles.
- StainCare™: This option uses multiple temperatures to attack different types of stains in one wash cycle.
- ColdWash™: This feature uses less warm water, along with innovative wash motions, to deliver warm-water performance and cold-water savings on utility bills.

According to TraQline™ sales data, LG is the number one front-load brand in the U.S. for its 10th consecutive year\*\*.

LG washers are second to none in earning the coveted “ENERGY STAR® Most Efficient 2016” designation (for clothes washers larger than 2.5 cubic feet) from the U.S. Environmental Protection Agency. In fact, LG has the only large-capacity top-load washer model to achieve this recognition, along with three super-efficient front-load models.

To learn more about LG's award-winning laundry innovations, please visit: <http://www.lg.com/us/laundry>.

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\*Compared to other LG top load washers without TurboWash. Based on AHAM-HLW-1-2010 test protocol. Cotton / Normal or comparable cycle at default settings, 8 lb. loads. Excludes quick wash or comparable cycles intended for small, lightly soiled loads only.

\*\*Known as the consumer durable industry's best and most trusted source for market share in the United States, TraQline delivers the data necessary to diagnose, plan, track and measure both individual business elements and the total company.

#### **About the American Customer Satisfaction Index**

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 70,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at [www.theacsi.org](http://www.theacsi.org).

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, 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](http://www.LG.com).

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