



THE PALEY CENTER FOR MEDIA

THE PALEY CENTER FOR MEDIA ANNOUNCES LG ELECTRONICS USA AS OFFICIAL SPONSOR OF PALEYFEST NY 2017

LG OLED TV Named Preferred Television of New York's Premier Television Festival

New York, NY – October 5, 2017 – The Paley Center for Media today announced that home entertainment technology leader LG Electronics USA will be an official sponsor of PaleyFest NY 2017. LG OLED TV has been named the “Preferred Television” of PaleyFest which will take place October 6-16, 2017, at the Paley Center’s New York location.

This year’s PaleyFest NY will deliver a stellar lineup of events that feature premiere screenings and discussions with the cast and creative teams of today’s most popular and acclaimed television shows including: *Black Mirror* from Netflix (October 6); *Family Guy* from Fox (October 7); *Star Trek: Discovery* from CBS All Access (October 7); *black-ish: A Conversation with Tracee Ellis Ross* from ABC (October 9); *Late Night with Seth Meyers* from NBC (October 10); *Full Frontal with Samantha Bee* from TBS (October 12); *Oz Reunion* from HBO (October 15); and *Blue Bloods* from CBS (October 16).

Visitors to PaleyFest will have the opportunity to experience award-winning LG OLED 4K TVs led by the unique LG SIGNATURE OLED W7 also known as “Wallpaper” due to its ultra-thin one-tenth-inch design that sticks to the wall. All LG Smart TV models feature the latest generation of LG’s webOS Smart TV platform, which delivers fast and easy access to limitless content options – including broadcast TV, streaming services from leading content providers, and a growing library of on-demand 4K and HDR programming.

“The Paley Center for Media is thrilled to welcome LG as the Preferred Television for PaleyFest NY 2017,” said Maureen J. Reidy, the Paley Center’s President & CEO. “The Paley Center and LG represent the best of entertainment and technology, and we’re proud that guests to this year’s PaleyFest will have the opportunity to experience this incredible combination of cutting-edge TV technology and content firsthand.”

Michelle Fernandez, head of home entertainment marketing at LG Electronics USA, said, “LG OLED TVs are ideal for the serious TV watcher, so supporting the Paley Center and its passionate TV-loving fans is a natural fit for us. We’re honored that LG OLED TV is PaleyFest’s Preferred Television, and we look forward to giving guests a firsthand look at the unrivaled picture quality that only LG OLED delivers, with its perfect black, incredible color and infinite contrast.”

To learn more about PaleyFest NY and to purchase tickets, please visit paleyfest.org or download the Paley App at paley.me/app. For more on LG Electronics USA please visit www.lg.com.

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About The Paley Center for Media

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center’s permanent media collection which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its



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Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit paleycenter.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 \$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 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.