

LG KICKS OFF 'PEDTACULAR' RETAIL OFFER FOR LG SIDEKICK PEDESTAL WASHER

*Retail Promotion Invites Consumers to Upgrade to Pedestal Washer
for Instant Savings and Do Two Loads at Once*

ENGLEWOOD CLIFFS, N.J., Aug. 26, 2016 — LG Electronics USA has launched a nationwide retail promotion inviting consumers to upgrade a front-load four-piece laundry bundle with an LG SideKick™ pedestal washer, and LG will cover the cost of the upgrade.

The LG SideKick offers six distinct wash cycles, making it an ideal laundry solution for washing small, custom-care laundry loads including special care items such as activewear, delicates, sports uniforms and stained clothes. This “mini” washing machine can be placed under the main LG front-load washer, in the footprint of a traditional laundry pedestal, providing consumers with the ability to wash two loads of laundry at the same time.

To be eligible for the LG SideKick upgrade, consumers must purchase an eligible four-piece LG laundry bundle through authorized LG retailers by Oct. 19. Upon purchasing an LG front-load washer, companion dryer, LG SideKick pedestal washer and dryer storage pedestal, consumers will be qualified to receive a rebate to cover the cost of the LG SideKick upgrade.*

LG front-load laundry pairs, storage pedestals and LG SideKick pedestal washers are available in both graphite steel and white finishes in 27-, 29- and 30-inch widths, providing flexibility based on one's laundry room set-up.

Compatible with LG front-load washers manufactured from as far back as 2009, the LG SideKick can wash approximately three to four pounds of laundry per cycle with its one cubic foot of capacity, saving time, energy and water. It can also operate independently from or simultaneously with an LG front-load washer and allows users to start or stop a cycle on either washer without interrupting the other.

“LG is dedicated to providing appliances that help make consumers’ lives easier and manage their busy households,” said David VanderWaal, vice president of marketing, LG Electronics USA. “Through this limited-time offer, those in the market for a more efficient way of doing laundry can save when upgrading to LG’s most popular washer innovations, helping find new ways to save time and ‘divide and conquer’ their daily chores.”

To show consumers how LG SideKick lets you tackle small loads that are a big deal, LG partnered with actress and busy mom Malin Akerman for a five-part video series inspired by the booming activewear trend. Through Akerman’s “Fit Fashion” video series, she showcases the product’s unique activewear washing capabilities while giving tips and advice on the latest in fashion and fitness. The full video series can be viewed at <http://bit.ly/2bcKCun>.

To learn more about the LG SideKick promotion, please visit www.LGPedtaacularOffer.com.

To learn more about the technologies behind washing small loads that are a big deal, please visit www.LGSideKick.com.

**Instant or mail-in rebate at the retailer’s discretion. Promotion effective through Oct.19, 2016.*

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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 \$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.

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