

LG SMART TVS AND ‘GOOGLE PLAY MOVIES & TV’ EXPAND CONTENT OPTIONS FOR U.S. CONSUMERS

‘Google Play Movies & TV’ Brings Great Content to LG Smart TVs, PCs, Smartphones

ENGLEWOOD CLIFFS, N.J., Nov. 17, 2015— Starting this month, U.S. owners of LG Smart TVs will be able to enjoy thousands of movies and TV shows through “Google Play Movies & TV.” Compatible with LG’s industry-leading webOS Smart TV platform (as well as its earlier NetCast 4.0 and 4.5), Google Play Movies & TV will offer timeless classics, new releases, independent films and cult favorites in both HD and SD formats.

With Google Play Movies & TV, viewers can rent or buy from among thousands of movies or TV shows from major Hollywood studios. And because all the content originates from the cloud, viewers can begin watching on their LG Smart TVs at home and resume watching from where they left off the next day on their smartphone, tablet or PC.

“U.S. consumers are increasingly demanding fresh, high-quality content and we’re seeing the smart TV market grow rapidly as a result,” said David VanderWaal, vice president of marketing, LG Electronics USA. “Offering our consumers the best possible home entertainment experience is our highest priority and our partnership with Google to offer Google Play Movies and TV helps LG deliver more quality content options along with leading TV picture quality and a simple and fast smart TV experience powered by our webOS Smart TV platform.”

LG’s webOS Smart TV platform is designed to make finding and switching between content options – including broadcast TV, streaming services and external devices – intuitive and fast. LG webOS features simple switching to let users quickly shift the content they like, as well as simple discovery to help find new sources of entertainment from 4K partners such as Amazon Instant Video, Netflix™, YouTube™, now DIRECTV and many more Full HD options.*

Google Play Movies will become available starting this month on LG Smart TVs in 104 countries with the TV service rolling out initially in the United States, the United Kingdom, Australia, and Canada. For more information about LG Smart TVs, please visit <http://www.lg.com/us/smart-tvs>.

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**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 need you will need a high speed Internet plan capable of receiving 20Mb per second of data.*

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.

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