

**FOR IMMEDIATE RELEASE****LG NAMED ‘OFFICIAL 4K ULTRA HD TV PARTNER’  
FOR 2016 NAB SHOW**

*Scores of LG LED and OLED TVs Center Stage  
At National Association of Broadcasters Annual Convention*

**LAS VEGAS, April 19, 2016** – The National Association of Broadcasters has named LG Electronics USA as “Official Ultra HD TV Partner” for the 2016 NAB Show this week in Las Vegas.

The NAB selected LG’s super-energy-efficient new UH6550 series of 4K UHD LED TVs for installation in high-profile areas throughout the sprawling trade show at the Las Vegas Convention Center, from the Grand Lobby to NAB Futures Park. In addition, the Broadcast Education Association and Advanced Television Systems Committee are featuring these advanced new LG 4K UHD TVs.

All told, more than 120 4K UHD TVs in 75-, 65-, 55- and 49-inch screen sizes, have been installed at the show. More than 30 percent more efficient than conventional LCD 4K UHD TVs, the new LG UH6550 4K UHD models use the revolutionary new M+ panel technology from LG Electronics’ sister company LG Display.

LG OLED 4K TVs, recognized by industry pundits as the “best TV ever,” are being featured at both the NAB Television Luncheon and NAB Technology Luncheon. And in its private demonstrations, the UHD Alliance is highlighting the superior high-dynamic range capabilities of LG OLEDs, which earned the coveted “Ultra HD Premium” designation.

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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 consumer electronics, home appliances and mobile communications. LG Electronics, 2016 ENERGY STAR® Partner of the Year-Sustained Excellence, 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](http://www.lg.com)

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