

FOR IMMEDIATE RELEASE**LG DELIVERS ULTIMATE SURPRISE
TO TV'S MOST SERIOUS WATCHERS**

*Stars of Netflix Original Series Hand-Deliver World's Most Acclaimed
OLED TV to Select Binge Watchers' Living Rooms*

ENGLEWOOD CLIFFS, N.J., June 26, 2017 — Busting out of the “techs and specs” rat race that has defined TV product marketing, LG Electronics USA is launching a social media campaign that taps into a whole new breed of TV watcher born from the streaming era – the “Serious Watcher.” And with the breakthrough LG OLED technology, these binge-watching, season-craving, extra-content-seeking, insatiable fans will now get the state-of-the-art viewing experience worthy of their love of television.

“Since the dawn of television, product marketers have focused mainly on specs, often overlooking the reason people buy TVs in the first place: the content they love to watch,” said Michelle Fernandez, head of home entertainment marketing, LG Electronics USA. “And while we’re leading today’s TV technological revolution with LG OLED TVs, we dreamed of a more emotional connection between our products and the passions of consumers.”

LG teamed with legendary prank director Jeff Tremaine to give fans an experience of a lifetime through surprise deliveries of LG OLED TVs by beloved Netflix original series characters. In the first installment, they surprise an “Orange Is the New Black” fan with a [special delivery](#) from series favorite inmate Lorna Morello. Actress Yael Stone, completely in character as Morello, delivers the new LG OLED TV, shocking the fan (whose name non-coincidentally is Christopher, or “Chrisopha,” as Morello would say). The video culminates with the line, “The way shows want to be watched. LG OLED. The TV for the Serious Watcher.”

“Serious Watchers aren’t an exclusive bunch. We all have a show we’re obsessed with, like “Orange is the New Black.” LG wanted to connect the love we all have for these shows to the way we watch them, and remind people they owe it to themselves and the show creators to view these shows the best way possible – turning the TV itself into a badge of honor,” said Stu Mair, executive creative director at FCB New York, who worked with LG on the online video campaign.

As the OLED TV pioneer, LG offers the industry’s widest OLED TV selection with 10 models including the amazing blade-slim B7 and C7 LG OLED TV series, Picture-on-Glass E7 and G7 LG OLED TV series, and the unique Picture-on-Wall the LG SIGNATURE OLED TV W7 series.

In the months ahead, LG will be launching a series of unforgettable social activations, entertaining, rewarding and challenging the #SeriousWatcher community to prove just how serious they are in unexpected and sometimes extreme ways.

For more information on LG OLED TVs, please visit www.seriouswatcher.com.

###

“LG” and the LG logo are trademarks of LG Corp. Other company and product names may be trademarks of their respective owners.

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.

Media Contacts:

LG Electronics USA

Chris De Maria
201 408 9111
christopher.demaria@lge.com

Will Tsang
212 880 5251
william.tsang@lg-one.com