

**FOR IMMEDIATE RELEASE**

**LG STUDIO AND NATE BERKUS CELEBRATE LAUNCH  
OF NEW STUDIO APPLIANCE SUITE  
AT NATION'S LARGEST HOME FURNISHING STORE**

*New Berkus-Inspired Refrigerator, Ranges and Microwave Oven  
Available Now at Dallas' Nebraska Furniture Mart, Other Retailers Nationwide*

**DALLAS, Oct. 20, 2015** – LG Electronics USA and renowned designer Nate Berkus are celebrating the retail launch of the new Berkus-inspired LG Studio line of premium kitchen appliances at the new Nebraska Furniture Mart of Texas location, the largest home furnishings, appliances and electronics store in the United States.

Dallas-area consumers are invited to join Berkus, who serves as artistic advisor to LG Studio, at an exclusive event for local residents on Saturday, Oct. 24, beginning at 11:30 a.m. at Nebraska Furniture Mart of Texas, to showcase the new line of LG Studio appliances.

The morning will feature a moderated question-and-answer session with Berkus and a chance for guests to enter to win the full suite of new LG Studio appliances (in addition to other prizes). At this special reveal to the Dallas market, attendees will have the unique opportunity to experience first-hand the unparalleled combination of technology and high-end design that the new LG Studio appliances embody up-close and in-person. Nebraska Furniture Mart of Texas is located at 5600 Nebraska Furniture Mart Drive in The Colony.

“The kitchen is the heart of the home, so it’s important to absolutely love your space. From vintage accent pieces to sleek, timeless appliances, you want to create a kitchen you’ll love now and 10 years from now,” said Berkus. “I’m thrilled to debut the LG Studio line of appliances in Dallas; it’s such a design-centric city and feels like the perfect place to celebrate the new collection.”

The new LG Studio appliance suite includes a counter-depth refrigerator, gas and electric slide-in ranges and an over-the-range microwave that feature a distinctive style palette aimed to

complement any high-end kitchen design. In his role as Artistic Advisor, Berkus contributed to the design of each of the kitchen appliances, and his influence can be felt throughout the 2015 LG Studio line-up. A sophisticated design aesthetic is reflected throughout the appliance suite, which features such premium elements as a flat door design; beautiful and functional LED lighting; pro-style metal knobs, handles and control panels; and a horizontally-brushed, stainless steel finish.

“The Nate-inspired LG Studio line embodies LG’s commitment to technological innovation and stylish design,” said Dave VanderWaal, vice president of marketing for LG Electronics USA. “We’re excited to join forces with Nebraska Furniture Mart to introduce and showcase the new line in Dallas. This city has such a diverse and plentiful design culture that perfectly mirrors Nate’s design expertise and LG’s commitment to delivering appliances that incorporate thoughtful, premium features for a kitchen homeowners are proud to own and show off.”

Models and suggested pricing for the new LG Studio appliances include:

- LG Studio Gas Slide-in Range (Model [LSSG3016ST](#)): \$2,999
- LG Studio Electric Slide-in Range (Model [LSSE3026ST](#)): \$2,899
- LG Studio Counter-Depth French Door Refrigerator (Model [LSFXC2476S](#)): \$3,999
- LG Studio Over-the-Range Microwave Oven (Model [LSMC3086ST](#)): \$749

“Nebraska Furniture Mart of Texas is a showcase for the latest in style and technology for the home, and we’re proud to launch the new LG Studio family of premium kitchen appliances here,” said Jody Rusnak, Director of Appliance and Electronics at Nebraska Furniture Mart. “We thank designer Nate Bekus for his important role both as the special guest host for our Dallas launch event and as LG Studio’s artistic advisor.”

The LG Studio line is currently available at retailers nationwide. In celebration of the retail debut, the company is offering an appliance bundle rebate for consumers available through the end of the year (certain restrictions may apply). The entire suite of LG Studio appliances is backed with

a two-year warranty. For information on this promotion and the entire line of LG Studio premium appliances, please visit [www.lgstudio.com](http://www.lgstudio.com).

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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 \$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](http://www.lg.com).

#### **About Nate Berkus**

In 2002 Berkus was invited to make over a small space for "The Oprah Winfrey Show," after which he became a featured design expert for the show and continued to garner national press in publications such as Elle Decor, Architectural Digest, House Beautiful, Us Weekly, People, O Magazine, Lucky and InStyle, among others. Following the debut of his branded line of home products, Berkus' first book, Home Rules (Hyperion) was released in 2005 and went on to become a New York Times bestseller. "The Nate Berkus Show," a daily syndicated first-run talk show hosted by Berkus, launched in September 2010 and returned for a second season in the fall of 2011. In 2011, Berkus also enjoyed a new role as executive producer on the Disney and DreamWorks film "The Help." Berkus' design firm, Nate Berkus Associates, which he founded in 1995, continues to design interiors across the country and around the world. In fall 2012 Berkus brought his branded line of home goods and accessories to Target stores nationwide. In addition, he published his second book, "The Things That Matter" (Spiegel & Grau). His fabric collection, which is sold at Calico Corners, launched in January 2013. It is also available at Fabricut and launched at Jo-Ann Fabric and Craft Stores in August 2014. Nate was host, judge and executive producer of NBC's "American Dream Builders" which aired in spring 2014. He is currently Artistic Advisor for the LG Studio line of appliances. To learn more about Nate Berkus, please visit [www.nateberkus.com](http://www.nateberkus.com).

#### **About Nebraska Furniture Mart**

Nebraska Furniture Mart was founded in 1937 in Omaha, Nebraska by Rose Blumkin in the basement of her husband's pawnshop with a \$500 investment. In 1983 investor Warren Buffett purchased a majority interest in Nebraska Furniture Mart and made it part of the Berkshire Hathaway family of companies. Today Nebraska Furniture Mart is the nation's largest home furnishings retailer selling furniture, flooring, appliances and electronics. Nebraska Furniture Mart currently has locations in Omaha, Nebraska; Des Moines, Iowa, Kansas City, Kansas and Dallas/Fort Worth, Texas. For more information on Nebraska Furniture Mart visit <http://www.nfm.com>.

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