

FOR IMMEDIATE RELEASE**LG'S 2016 FLAGSHIP OLED TV NOW AVAILABLE FOR
PRESALE AT SELECT RETAILERS NATIONWIDE**

*Beginning Today, Consumers Nationwide Can Be Among First to Experience
New LG OLED TV Through Participating Retailer Pre-Orders*

ENGLEWOOD CLIFFS, N.J., Feb. 8, 2016 — On the heels of LG Electronics' first-ever Super Bowl commercial – featuring the brand new **LG SIGNATURE™ OLED TV** – LG today announced pricing for its 2016 flagship OLED TV model and offered eager consumers a chance to be among the first to bring this revolutionary technology home.

As illustrated in its **Big Game commercial**, LG is bringing the TV of the future to consumers today with LG SIGNATURE OLED TV. For the first time, LG will offer a consumer preview of its flagship OLED TV through a display showcase at select retail stores throughout the country, and make it available for pre-sale both in store and online prior to its launch.

The 65-inch class (64.5 inches measured diagonally) LG SIGNATURE OLED TV model OLED65G6P is now available for pre-order at \$7,999.99 with initial shipments planned for late next month. Retail partners for the exclusive consumer preview and pre-sale include selected locations for Abt, Best Buy, Bjorns, Brandsmart, Fry's, Nebraska Furniture Mart, P.C. Richard & Son, Value Electronics and Video & Audio Center.

“As we kick off 2016, our ad during the big game couldn't have been a better time and platform to introduce the flagship model in our 2016 OLED TV lineup,” said David VanderWaal, vice president of marketing, LG Electronics USA. “LG continues to pioneer OLED TV technology and bringing this OLED TV to market so quickly after its debut at CES® 2016 underscores LG's commitment to growing the OLED TV category

and making it accessible to more households across the U.S. We can't wait for consumers to experience LG OLED TV for themselves.”

LG OLED TV is an entirely new category of television that uses a revolutionary technology to deliver exceptional picture quality with perfect blacks and incredible color, even from wide viewing angles. The LG SIGNATURE OLED TV is the company's top-of-the-line OLED TV series for 2016. With a sophisticated OLED panel featuring an exceptionally thin depth (measuring about one-tenth of an inch), a translucent glass back and a powerful, forward-facing sound bar speaker system, it is an outstanding feat of modern engineering and design.

LG SIGNATURE OLED TVs also feature 4K Ultra HD resolution and high dynamic range (HDR) capability. Certified as “ULTRA HD PREMIUM” by the UHD Alliance, the series supports the industry-standard HDR formats established by the world's leading broadcasters, film studios and consumer electronics manufacturers, including HDR10 and DolbyVision™ technology*, making them among the first to be compatible with all formats. Also included is LG's webOS® 3.0 Smart TV platform, which incorporates advanced new features that make finding and switching between LG's expanded content options – including broadcast TV, streaming services and external devices – simple and fast.**

LG's full 2016 OLED TV lineup features four series with eight total models, including the LG SIGNATURE TV (series OLEDG6). Pricing and availability for the following will be announced this spring: 55- and 65-inch (54.6- and 64.5-inches measured diagonally) LG OLEDE6P, 55- and 65-inch (54.6- and 64.5-inches measured diagonally) LG OLEDB6P and 55- and 65-inch (54.6- and 64.5-inches measured diagonally) LG OLEDC6P.

LG firmly established the OLED TV category in 2015 when it introduced a full line of OLED TVs in multiple screen sizes, curved and flat configurations, and with 4K Ultra

HD resolution models that display high dynamic range (HDR) content. The line remains available nationwide at prices starting at \$2,000 while supplies last.

For more information about LG's OLED TV lineup, visit www.lg.com/us/oled-tvs.

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** DolbyVision™ HDR technology will be available via a network update expected early this year.*

***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 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 \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2015 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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