

FOR IMMEDIATE RELEASE

LG KICKS OFF SUMMER WITH 'TWINWASH' PROMOTION: CONSUMERS CAN GET TWO WASHERS FOR PRICE OF ONE

*Three-Week Retail Promotion Brings
Industry-First Laundry Innovation to Busy Families Nationwide*

ENGLEWOOD CLIFFS, N.J., June 22, 2016 — LG Electronics USA today launched a national retail promotion in which an LG front-load washer and the LG SideKick™ pedestal washer can both be purchased for a limited-time offer – a complete LG TWINWash™ system starting at \$999.*

Compatible with LG front-load washers manufactured from as far back as 2009, the LG SideKick offers six distinct wash cycles, making it an ideal laundry solution for washing small, custom-care laundry loads including special care items such as activewear, delicates, soccer uniforms and stained clothes. This “mini” washing machine can be placed under the main LG front-load washer, in the footprint of a traditional laundry pedestal, providing consumers with the ability to wash two loads of laundry at the same time.

Despite its compact size, the SideKick can wash approximately three to four pounds of laundry per cycle with its one cubic foot of capacity, saving time, energy and water. It can also operate independently from or simultaneously with an LG front-load washer and allows users to start or stop a cycle on either washer without interrupting the other.

“LG TWINWash is revolutionizing the chore of laundry by allowing consumers to wash two loads at the same time, giving them back that precious time to do the things they love this summer and year ‘round,” said David VanderWaal, vice president of marketing, LG Electronics USA. “LG SideKick was created to answer the needs of today’s busy families, and this limited-time offer makes our washer innovations accessible to more shoppers who are in the market for a convenient new way of doing laundry.”

The LG TWINWash bundle promotion includes a main ENERGY STAR® certified LG front-load washer and accompanying SideKick pedestal washer available in both graphite steel and white finishes across 27- , 29- and 30-inch width footprints, providing greater flexibility based on one's laundry room set-up. Consumers can partake in this promotion today until July 13 with the offer available at all authorized LG retailers.

To learn more about the LG TWINWash summer promotion and the technology behind washing two loads at the same time, please visit LGSideKick.com.

**Models WM3170CW and WD100CW after discounts and customer mail-in/instant rebate. See retailer for details.*

***Promotion effective 6/22/16 thru 7/13/16.*

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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 home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 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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