

PRESS RELEASE

05/04/2015

LG LAUNCHES U.S. CONSUMER TRIAL PROGRAM FOR LG G4 SMARTPHONE

Program Allows Chance to Preview New Flagship Smartphone Before it Goes on Sale in U.S.

ENGLEWOOD CLIFFS, N.J., May, 4, 2015 – To celebrate the global unveiling of LG G4™ smartphone, LG Electronics today announced the debut of the LG G4 trial program, its first-ever consumer trial program, allowing select customers to experience the new flagship device before it officially goes on sale in the United States beginning next month. Pre-registration is now open for those interested in a chance to receive the LG G4 and preview it weeks before it is available to the public.

In order to be eligible for the program, consumers must first visit www.lg.com/us/mobile-phones/g4/trial to sign up. Trial program participants, selected through a random drawing, will then receive the smartphone and will be asked to participate in fun challenges so they can get the full LG G4 experience.

"We're very proud of the new LG G4 and confident that people will truly appreciate the impressive new camera, display, design and user interface," said Morris Lee, senior vice president and head of North American sales and marketing, LG MobileComm. "We look forward to rolling out this unique opportunity for some lucky U.S. consumers to 'see the great and feel the great' for themselves."

For a complete list of rules and to register for a chance to participate, please visit www.lg.com/us/mobile-phones/g4/trial. LG G4 smartphones used in the consumer trial program will be GSMA-compatible with select U.S. carrier networks.

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About LG Electronics MobileComm USA, Inc.

LG Electronics MobileComm USA, Inc., based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics USA Inc., a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products — including the flagship premium G Series models — incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

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