

PRESS RELEASE

05/28/2015

NATE BERKUS-INSPIRED LG STUDIO APPLIANCE SUITE MAKES DEBUT AT DWELL ON DESIGN LA

LG Studio Unveils New Refrigerator, Ranges and Microwave Oven Inspired by Renowned Designer at America's Largest Design Event

LOS ANGELES, May 28, 2015 – LG Electronics USA today announced the launch of its new Nate Berkus-inspired suite of LG Studio appliances, which offer a superior combination of sophisticated aesthetic and high performance.

The new premium appliances – which include a counter-depth refrigerator, gas and electric slide-in ranges and an over-the-range microwave oven – will be displayed for the first time at Dwell on Design Los Angeles, May 29-31. Each is featured in the LG Studio Re-Imagination Pavilion, which includes two distinct kitchen vignettes designed by renowned interior designer Nate Berkus.

In his role as Artistic Advisor for LG Studio, Berkus has been working with LG's design team to ensure the LG Studio line of kitchen appliances continues to blend best-in-class innovation with sleek, sophisticated design. Berkus' inspiration can be felt throughout the 2015 LG Studio line-up; each of the new appliances features a distinctive styling palette aimed to complement any high-end kitchen design or décor, including beautiful, functional LED lighting, as well as pro-style metal knobs, handles and control panels along with a premium, horizontally-brushed stainless steel finish.

"I've always maintained that the foundational elements of every kitchen should be things you don't just love now, but will still love 10 years from now," said Berkus. "That's why the carefully crafted elements of the new LG Studio line that I advised on – from the sleek, flat-door design of the new refrigerator to the more distinctive, detailed elements and finishes of the ranges and microwave – effortlessly blend style, elegance and function into timeless appliances perfect for any forever kitchen."

The new LG Studio suite of appliances includes:

LG Studio Slide-in Ranges. These new, large-capacity pro-style slide-in ranges – available in both configurations, gas and electric – feature flat-design control panels and robust, durable metal knobs. SmoothTouch™ glass controls allow the adjustment of settings with the touch of a finger. With a depth in line with any kitchen countertop, the ranges provide a streamlined, custom appearance reflective of a more timeless feel. These units include LG's new ProBake™ Convection technology for even cooking results on every rack. This feature allows the heating element to be placed in the rear of the oven as opposed to the bottom, resulting in more precise and faster cooking. The ranges also feature EasyClean®, the 10-minute, fastest oven cleaning feature on the market that offers easier, more convenient cleaning thanks to LG's innovative oven enamel technology. (Models LSSG3016ST and LSSE3026ST)

LG Studio Counter-Depth Refrigerator. This three-door, 23.7-cubic-foot French Door refrigerator features a sleek flat door design, water dispenser with premium stainless steel finish, LED lighting and solid, distinctive door handles – all meticulously designed to enhance any kitchen décor. The unit's cabinet-depth styling also ensures it can stand flush with any countertop for a sleek, seamless built-in look. LG's flagship Door-in-Door® technology on this ENERGY STAR® certified refrigerator provides better organization and easy access to consumers' favorite items. (Model LSFXC2476S)

LG Studio Over-the-Range Microwave Oven. This new over-the-range microwave oven features a sleek flat door design, metal dial knob, glass touch controls, distinctive handles and a premium stainless steel finish. The unit is equipped with convection technology, which allows the microwave to serve as a second oven perfect for preheating, browning, baking or even roasting any favorite dish. (Model LSMC3086ST)

"The new LG Studio premium appliances that LG designers and Nate together worked to bring to life deliver an uncompromising approach to design and function," said David VanderWaal, vice president of marketing, LG Electronics USA. "The new LG Studio line marries LG's flagship technological advancements with a sophisticated, integrated design that inspires innovation in the heart of the home."

To celebrate the new line reflecting Berkus' design style, the company is hosting a series of LG Studio events throughout Dwell on Design LA week – from co-hosting the "Drinks by Design" VIP event that took place at Met Lofts on Wednesday, May 27, to offering culinary demonstrations and a daily juice bar at Dwell on Design.

Berkus will be sharing his expert design insights for creating a timeless kitchen during a special Dwell on Design speaking engagement on Friday, May 29, at 4:30 p.m. on Stage A at the Los Angeles Convention Center, followed by a wine and cheese reception with Berkus in the LG Studio Re-Imagination Pavilion. Visitors to the pavilion (Booth #1201) at Dwell on Design 2015 from March 29-31 will also experience additional innovations from LG, including the awe-inspiring curved 65-inch (64.5 inches diagonally) OLED 4K ULTRA HD TV (Model 65EG9600), which delivers perfect blacks and intense color in thin, elegant frameless design for the ultimate home entertainment experience, and LG's new multi-room wireless speaker family, LG Music Flow, which features a variety of sleek sound bars and speakers with Wi-Fi streaming that delivers a truly customized listening experience with premium quality sound.

Also on display will be LG's revolutionary TWIN Wash™ System, the first of its kind, that enables two separate loads of laundry to be washed simultaneously; the LG Styler, which is designed to refresh clothes without water or detergents; and the Art Cool™ Gallery, which goes beyond the standard "box on the wall" air conditioning unit by allowing consumers to insert artwork or photography in a customizable frame that also works to heat or cool their space.

The Berkus-inspired LG Studio collection will be available in August. For more information on LG's full suite of Studio premium appliances, please visit www.lgstudio.com.

###

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.

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.

CONTACTS:

Clara Chang

201-816-2011

clara.chang@lge.com

Katy Donnelly

704-846-1864

katy.donnelly@lg-one.com