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IN PRE-GAME WARM-UP TO NCAA® FINAL FOUR® LG PROMOTES RECYCLING, ENERGY STAR® IN HOUSTON

*NCAA Corporate Partner LG Joins Forces with EPC and Houston
Local Organizing Committee for Selection Sunday E-waste Event*

HOUSTON, March 11, 2016 – As the 2016 Men’s Final Four® approaches, NCAA® Official Corporate Partner LG Electronics USA is working with the Houston Local Organizing Committee (HLOC) to promote environmental sustainability, tipping off on Selection Sunday with a local e-waste recycling drive.

LG has joined forces with the HLOC and leading electronics recycler EPC for a free e-waste drive, on March 13 from 1 p.m. to 6 p.m. at Discovery Green in conjunction with the local March Madness® Selection Sunday Celebration. Participants dropping off unused and outdated electronics for responsible recycling will receive a free ticket to Final Four Fan Fest presented by Capital One.

The event provides residents a convenient and responsible way to dispose of used, unwanted, obsolete or damaged electronics, said William Cho, president and CEO, LG Electronics USA. “After recycling their old electronics, consumers can save energy and fight climate change by replacing them with ENERGY STAR® qualified products,” he said. As they recycle old TVs, monitors and other electronics, fans can “Do Game Day Right” with attractive LG March Madness rebate offers on ENERGY STAR-certified consumer electronics and appliance packages through local retailers like Conn’s.



Electronic items such as computer components (hard drives, monitors, scanners, keyboards, etc.), home electronics (TVs, radios, CD and DVD players, etc.) and small home and office appliances are all acceptable materials for electronic recycling. (Large appliances, such as refrigerators or washing machines, fluorescent lamps and radioactive or biohazardous waste are not permitted.) For more information about items eligible for recycling, consumers can contact EPC at 713-498-0551.

LG is committed to using e-Stewards-certified third-party recyclers like EPC, increasing the total amount of used electronics collected for reuse and recycling, and publicly posting information and data. The Houston event builds on LG's leadership in responsible electronics recycling, which includes Gold Tier Award recognition in the Environmental Protection Agency's Sustainable Materials Management Electronics Challenge.

The Houston recycling effort coincides with the city's March Madness tip-off-event. The HLOC is hosting a free event for fans to watch the NCAA Basketball Championship Selection Show on CBS, where the 68 Division I Men's College Basketball Teams will be announced. Festivities run from 3 p.m. to 7 p.m. on March 13 at the AB Stage on Fondren Lawn, Discovery Green.

Learn more about LG's responsible electronics recycling programs and overall sustainability efforts by visiting www.lgreyclingprogram.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 \$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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