

LG CELEBRATES 2017 NCAA MARCH MADNESS WITH NEW ‘GAME CHANGING’ AD CAMPAIGN

*Humorous Commercials Featuring College Mascots
Show How LG Products Help NCAA Fans Do Game Day Right*

ENGLEWOOD CLIFFS, N.J., March 14, 2017 – Official NCAA® Corporate Partner LG Electronics USA is tipping off March Madness® this year with a new series of television ads on TBS, CBS, TNT and TruTV along with digital ads that show how LG helps fans “Do Game Day Right®” with the help of “game changers” like the [LG InstaView™ refrigerator](#) and [LG TWINWash™ laundry innovations](#). The new commercials, launched in conjunction with the 2017 NCAA Men’s Basketball Tournament, celebrate life’s perfectly imperfect moments with light-hearted humor to showcase how LG appliances are there to help fans “make the save” during those inevitable “not-so-perfect” game day moments at home.

The new television ad campaign features mascots from popular college teams including Michigan State’s Spartan, University of Kentucky’s Wildcat, North Carolina’s Ramses the Ram, Northwestern University’s Willie the Wildcat, University of Miami’s Sebastian the Ibis, Oregon State University’s Benny Beaver and Southern Methodist University’s Peruno Mustang.

In the first spot, team mascots raid the fridge for their game day diet using LG’s InstaView technology, which allows users to knock twice to illuminate the refrigerator’s sleek glass panel and see inside without opening the door. The popular mascots return in a second playful TV ad about how the LG TWINWash laundry innovation helps save the day after a series of comical team jersey mishaps. LG’s TWINWash system features the LG SideKick, a “mini” washing machine which can be placed under a main LG washer, making it an ideal laundry solution for small, custom-care laundry loads including special care items.

“Life is all about imperfect moments and we want to remind consumers that it’s okay to have a spill once in awhile because LG will be there with innovative technologies to get them back on track and make life good,” said David VanderWaal, vice president of marketing for LG



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Electronics USA. “March Madness is a great time to showcase how LG product innovations both make daily lives easier and help fans everywhere Do Game Day Right – from cleaning that team jersey to watching the game at home with the best television technology available.”

In addition to LG appliance technologies designed to help fans get ready for game day, LG OLED TV is a true “game changer” designed to provide the ultimate game day experience. Recognized as the official television of NCAA March Madness®, critically-acclaimed LG OLED TV allows fans to watch the games as if they were courtside from the comfort of home. Only LG OLED TV can deliver perfect blacks with the most accurate color reproduction available, capable of creating over one billion colors that are bolder and more lifelike than ever before. LG’s complete line up OLED TVs also offer the widest viewing angles while maintaining their incredible picture quality, so everyone has the best seat in the house.

LG will bring added excitement to the 2017 NCAA Men’s Basketball Tournament’s Final Four Fan Fest Presented by Capitol One® March 31-April 3 at the Phoenix Convention Center, where March Madness fans of all ages will rally together through a fun, interactive experiences with LG’s game-changing appliances and televisions.

To view LG’s new television ads featuring the game-changing LG InstaView refrigerator and LG TWINWash laundry innovations that help fans everywhere Do Game Day Right, visit [LG’s YouTube channel](#).

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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 \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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.

About the NCAA

The NCAA is a diverse association of more than 1,100 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a



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million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit ncaa.org and ncaa.com for more details about the Association and the corporate partnerships that support the NCAA and its student-athletes. The NCAA is proud to have AT&T, Capital One and Coca-Cola as official corporate champions and the following elite companies as official corporate partners: Allstate, Amazon Echo, Buffalo Wild Wings, Buick, Enterprise, Infiniti, LG, Lowe's, Marriott International, Nabisco, Northwestern Mutual, Pizza Hut, Reese's, Unilever and Wendy's.

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