

LG STUDIO EARNS ARCHITECTURAL DIGEST'S COVETED '2017 GREAT DESIGN' AWARD

Nate Berkus-Designed LG STUDIO Built-In Double Wall Oven Recognized for Outstanding Product Design in the Genius Appliance Category

ENGLEWOOD CLIFFS, N.J., Oct. 19, 2017 – LG STUDIO, the premium line of kitchen appliances from LG Electronics, has been recognized in the genius appliance category of the “2017 Architectural Digest Great Design Awards” for the Nate Berkus-inspired **LG STUDIO built-in double wall oven**. These prestigious awards underscore LG STUDIO’s dual offering of advanced functionality and beautiful product design, along with LG’s recognized leadership in reliability and customer satisfaction.

“LG STUDIO appliances combine LG’s advanced product innovations with truly outstanding design expertly created in collaboration with renowned interior designer Nate Berkus,” said Dave VanderWaal, vice president of marketing, LG Electronics USA. “Being recognized for excellence in design by such a prestigious publication is both an honor and testament to LG STUDIO’s ability to deliver kitchen appliances that offer consumers the best in form and function.”

The 2017 Architectural Digest’s Great Design Awards highlight the top 150 products that truly embody best-in-class design, offering a unique curation for the audience of tastemakers, influencers and design enthusiasts. The winners were selected via the magazine’s editorial team, who polled experts and scoured the market to bring home today’s top appliances, surfaces, fixtures and more – all the ingredients for designing a cook space that’s as efficient as it is eye-catching, and also reinforcing their saying of “good kitchens function, but dream kitchens perform.”

Renowned interior designer and LG STUDIO Artistic Advisor, Nate Berkus, advised on the design of the built-in wall oven, ensuring it embodies a premium, sophisticated appearance. His



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influence is reflected in the oven's pro-style design, robust metal knobs, flat-door design, traditional stainless steel finish and brilliant blue interior.

“I love the brilliant blue interior of the oven, and the sleek aesthetic. But at the end of the day, if an appliance is not hard working then what's the point? LG STUDIO has managed to marry the very best in technological innovation, with high design. I'm a huge fan,” said Berkus.

Adding to the elevated design, the oven features sleek, functional SmoothTouch™ glass controls on the control panel. Today's home chefs will appreciate LG 4-Mode True Convection technology, which allows hot air to flow throughout the oven cavity to maximize heat distribution, pre-heat the oven faster and cook meals evenly on every rack. To maximize safety and ease of use, the LG Gliding Rack System glides out effortlessly and extends over the open oven door for easy access to food so that users can baste and take the temperature of foods from a safe distance. Cleanup is simple with LG's EasyClean® technology. The technology works in three simple steps: users simply spray water to the interior walls of the oven, start the EasyClean® function to allow the oven to heat up and after 10 quick minutes, the mess inside the wall can simply be wiped away*. The simplified process is a result of LG's innovative oven enamel technology, eliminating the need for chemicals or high heat to rid the oven of grime.

LG home appliances continue to dominate in innovation, reliability and customer satisfaction. In the comprehensive 2017 J.D. Power Kitchen and Laundry Appliance Satisfaction Studies**, “LG has received more J.D. Power awards for Kitchen & Laundry Appliances than any other manufacturer.” This recognition dovetails with LG's rank as Number One home appliance brand in a U.S. consumer satisfaction survey among home appliance brands for the third consecutive year, according to the 2017 [American Customer Satisfaction Index®](#)***.

The full LG STUDIO line includes standard-size and built-in, counter-depth ENERGY STAR® certified refrigerators, gas and electric slide-in ranges and cooktops, along with a new range hood debuting this fall to round out the built-in suite of products. All LG STUDIO appliances are



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available now at specialty kitchen and bath retailers nationwide. For information on the entire line of LG STUDIO premium appliances, please visit www.lgstudio.com.

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*Heavy build-up may require additional manual effort or use of the full self-clean feature.

**LG received the highest numerical score in the respected segments of the J.D. Power 2017 Laundry and Kitchen Appliance Satisfaction Study, based on 6,241 (kitchen) and 14,745 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed February-March 2017. Your experiences may vary. Visit jdpower.com.

*** LG holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 American Customer Satisfaction Index® (ACSI).

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.

About Nate Berkus

Since designer Nate Berkus established his award-winning interior design firm at the age of 24, his approachable and elevated philosophy has transformed countless homes around the world through his design work, home collections, books, television shows and media appearances. Ever since Berkus' first appearance on The Oprah Winfrey Show in 2002, he has become one of the world's most recognizable interior designers. His work has been featured in publications including Architectural Digest, House Beautiful, VOGUE, InStyle, O Magazine, People and ELLE DÉCOR, which included him on their "A-List" of the world's top designers. His popular product lines include a home collection sold at Target, a fabric line at JoAnn Fabric & Craft Stores, as well as being Artistic Advisor for LG Studio. He has authored two *New York Times* bestselling books: *Home Rules* (2005) and *The Things That Matter* (2012), and in 2011 he served as Executive Producer of the Oscar winning film, *The Help*. Audiences followed Berkus through his own television shows, the daily-syndicated *The Nate Berkus Show* and 2014's *American Dream Builders* (NBC). His new design show, "Nate and Jeremiah By Design", premiered on TLC in April 2017. To learn more about Nate Berkus, please visit www.nateberkus.com.

About the American Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 180,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at www.theacsi.org.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.



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