

LG ELECTRONICS AND BUSY PHILIPPS CELEBRATE REAL #MOMLIFE MOMENTS

Comedic Video Series Takes on Stigmas of 'Picture Perfect' Parenting, Empowering Moms to Embrace Life's Messes with the Help of the LG SideKick Pedestal Washer

ENGLEWOOD CLIFFS, N.J., October 3, 2017 — LG Electronics USA is bringing its “Life’s Good” mantra to the small screen with a new video series starring actress and mom, Busy Philipps. The digital shorts, titled “Real #MomLife,” explore the various, and often comedic ‘life hacks’ Philipps employs to master motherhood, including one of her favorites: the **LG SideKick™** washing machine, which helps her tackle small loads of laundry that are a big deal and can’t wait.

“Moms today feel so much pressure to live a picture-perfect life and that’s just not realistic, which is why I loved teaming up with LG to encourage moms to embrace the messy moments life throws at us and enjoy them,” said Philipps. “Having a product like the LG SideKick, a second washing machine that works with my front-load LG washer, definitely makes those messy moments more manageable.”

“Whether it’s my sweaty gym clothes – which have earned me the loving nickname ‘sweat monster’ by my kids – or my daughter’s favorite princess dress that I wash 10 times a week, the LG SideKick lets me quickly wash these specialty items that I need right away without having to wait for big loads to pile-up,” Philipps continued.

To see Philipps’ take on “Real #MomLife” moments, where she tackles everything from getting her kids to eat healthy to fitting in that precious “me-time, check out the video series at www.LGSideKick.com. For ongoing “Real #MomLife” content, fans can also follow LG on Facebook ([@LGUSA](https://www.facebook.com/LGUSA)), Instagram ([@lgusa](https://www.instagram.com/lgusa)) and Twitter ([@LGUS](https://twitter.com/LGUS)).

LG SideKick – Making Real #MomLife Moments Good

For decades, LG has been helping households across America take on imperfect, real life moments with innovations that are there for them when they need it most. When it comes to laundry, life can get really messy, which is why LG was the first to introduce a two-in-one washing machine system featuring the innovative LG SideKick Pedestal Washer. This mini washer, discretely designed within a pedestal drawer sits below an LG front-load washer and is perfect for washing small loads that are a big deal and can't wait. The one-cubic-foot washer can wash three to four pounds of laundry per cycle, including intimates, delicates and active wear, operating simultaneously or independently with the LG front-load washer, so users have the option of washing two loads at once. Consumers can upgrade their new or current laundry room with the LG SideKick as it is compatible with LG front-load washers as far back as 2009.

And while babysitters, car batteries and the weather might not be the most reliable in mom's world, when it comes to home appliances, LG continues to rank highest in consumer satisfaction and reliability. In fact, LG just achieved the number one spot in the coveted **American Customer Satisfaction Index®***, marking its third consecutive year leading in reliability, features and performance. LG also earned the highest reliability rankings in front-load washing machines and high-efficiency top-load washing machines, as well as in both electric and gas dryers by a leading **U.S. consumer products publication**.** Adding to this expansive list of accolades, this year LG received more **J.D. Power Customer Satisfaction Awards** for kitchen and laundry appliances than any other manufacturer.***

To see more on how LG SideKick helps Busy Philipps tackle “Real #MomLife” visit LGSideKick.com.

** LG holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 and 2017 American Customer Satisfaction Index® (ACSI).*

***Washing machine reliability conclusions are based on breakage rate estimates for front-load and top-load washing machines by the fifth year of ownership, gathered from 33,519 consumers who purchased a new washer between 2009 and 2016. Dryer reliability conclusions are based on our failure rate estimates for clothes dryers by the 5th year of ownership, gathered from 54,690 subscribers who purchased a new dryer between 2008 and 2016. “LG” and the LG logo are trademarks of LG Corp. Other company and product names may be trademarks of their respective owners.*

****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. For the full J.D. Power press release and scores, visit www.jdpower.com/industry/home-improvement.*

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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.

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.

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