

LG INTRODUCES BIGGER LG STYLER FOR B2B MARKET AT CES 2016

*Wi-Fi Compatible Commercial Steam Clothing Care System,
Ideal for Luxury Hotel Suites and Guest Lounges, Now Holds Up To Six Garments*



LAS VEGAS, Jan. 7, 2016 — LG Electronics (LG) has unveiled a larger commercial version of the LG Styler™, its one-of-a-kind clothing management system. Ideal for premium hotel suites and guestrooms, guest lounges and clubs, and even back-of-the-house use in resorts, the LG Styler is designed to refresh clothes without detergents, providing guests and hotel staff a unique solution to freshen clothes such as suits, coats, dresses and sweaters.

The new LG Styler for commercial applications can now hold up to five garments on the hangers while the Pants Crease Care feature can steam and press a pair of pants, bringing the Styler's total capacity to six garments. The LG Styler is also equipped with Wi-Fi technology, allowing consumers to operate it remotely.

The LG Styler reduces wrinkles, removes odors and helps sanitize clothes without detergents or other harsh chemicals, minimizing the frequency of trips to the dry cleaners. This extra delicate touch provides an ideal solution for garments that require special care such as coats and sweaters and items made of delicate fabrics. With just a touch of a button on the LG Styler's intuitive control panel, LG's proprietary TrueSteam® technology employs hot steam to gently sanitize clothes and eliminate more than 99.9 percent of germs and bacteria. Renowned product testing institutes such as the British Allergy Foundation (BAF) and Intertek have verified the effectiveness of the Styler's steam sterilization capabilities.¹

The new LG Styler features a variety of technological innovations. The Moving Hanger feature gently shakes the clothes after they have been steamed to de-wrinkle garments, helping them feel and smell fresh. In addition, the Pants Crease Care feature, which is conveniently located on the inside of the stylishly designed glass door, accommodates larger-sized pants up to waist size 48. This useful feature removes creases formed at the back of the knees while maintaining perfect pleats up front.

Other convenience-enhancing features include Wi-Fi compatibility, which allows the user to download customized cycles to a smartphone. Furthermore, the Styler can send push notifications to a smartphone and display information on energy consumption during a cycle.

“In response to the numerous positive feedback we've received from owners of the Styler, we decided to expand the lineup to include a larger version targeting the commercial sector, where there is no shortage of clothes that need refreshing,” said Jo Seong-jin, president and CEO of the LG Home Appliance & Air Solution Company.

“Our newest Styler is an example of how LG continues to pioneer this new category of appliance and why we continue to lead the global appliance market.”

The 2016 LG Styler will be available in the United States and Korea in the second half of the year followed by other markets. Visitors to CES® can see the B2B LG Styler for themselves at LG’s booth in the Las Vegas Convention Center (#8204 Central Hall). Go to www.LGnewsroom.com/ces2016 for information on all LG products at CES 2016.

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¹ Certified and tested by BAF and Intertek for dust mites on baby clothes, toys, blankets and wool.

About LG Electronics Home Appliance & Air Solution Company

The LG Electronics Home Appliance & Air Solution Company is a global leader in home appliances, air conditioning and air quality systems. The company is creating total solutions for the home with its industry leading core technologies. LG is committed to making life better for consumers around the world by providing thoughtfully designed products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, built-in appliances, air conditioners, air purifiers and dehumidifiers. Collectively, these products deliver enhanced convenience, superb performance, great savings and compelling health benefits. For more information, please visit www.LG.com.

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