

**FOR IMMEDIATE RELEASE****LG TO UNVEIL LG SIGNATURE  
PREMIUM LINEUP AT CES 2016**

*Stunning New Brand Reimagines LG Home Appliances and  
Consumer Electronics As They've Never Been Seen Before*

**ENGLEWOOD CLIFFS, N.J., Dec. 22, 2015** — LG Electronics (LG) is planning to shake up the home entertainment and appliance market with the launch of its new, premium LG SIGNATURE lineup at CES 2016. The new high-end products from LG will be introduced for the first time at CES with sales to commence in the United States along with additional key target markets in North America, Europe and Asia soon thereafter.

Each product in the LG SIGNATURE lineup was carefully selected and designed by a special team within LG with input from leading design experts. LG SIGNATURE will initially consist of a television, refrigerator, washing machine and air purifier, with more products to be added as the brand expands.

To achieve the streamlined look of LG SIGNATURE, the products were stripped of features that detracted from the brand's design philosophy – *The Art of Essence* – with emphasis placed on elevated form and functionality. The result is a family of products of the finest quality that deliver a sense of exclusivity to its owners.

“Drawing on LG’s best-in-class technologies and designs, the LG SIGNATURE brand will carve out new territory for high-end appliances and consumer electronics,” said Brian Na, executive vice president and LG’s global marketing officer. “LG’s innovation leadership in both consumer electronics and appliances gives us an advantage that very few companies have. LG SIGNATURE is a unique evolution not only for our brand, but for the industry as a whole.”

For a sneak preview of the new line, visit [www.LGSIGNATURE.com](http://www.LGSIGNATURE.com). Visitors to Outdoor pedestrians in Times Square, New York City and Piccadilly Circus, London will be able to see the video on LG billboards starting today.

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**About LG Electronics Home Entertainment Company**

The LG Electronics Home Entertainment Company is a global leader in television, audio video systems, monitors, personal computers, digital signage and commercial displays. The company opened a new era of innovation in the TV market, pioneering the use of OLED technology in home theater displays and implementing an intuitive operating system to allow customers to experience the full benefits of smart TV technology. LG is committed to improving customers' lives with innovative home entertainment products led by its award-winning 4K OLED TVs, ULTRA HD TVs and webOS TVs. For more information, please visit [www.LG.com](http://www.LG.com).

**About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. [www.lg.com](http://www.lg.com).

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