

FOR IMMEDIATE RELEASE**NEW LG ‘SUPER UHD’ TVs TO DEBUT AT CES 2016**

*2016 HDR-enabled 4K Ultra HD LCD/LED TVs
Offer Enhanced Picture Quality and Powerful Features*

ENGLEWOOD CLIFFS, N.J., Jan. 2, 2016 — LG Electronics will unveil “LG SUPER UHD,” a new premium line of 4K ultra HD TVs at CES® 2016 in Las Vegas next week. Leading the company’s 2016 4K Ultra HD LCD/LED TV lineup, LG SUPER UHD TV will feature LG’s most advanced LCD/LED picture quality ever, with expanded color capabilities, advanced picture and sound-enhancing features including high dynamic range (HDR) and LG’s alluring Flat ULTRA Slim design.

The LG SUPER UHD line for the U.S. boasts four series, including the UH9500 (ranging in size from 55- to 86-inch class screen sizes), the UH8500 (ranging in size from 55- to 75-inch class screen sizes), and the UH7700 (ranging in size from 49- to 65-inch class screen sizes). Select models from the new 4K Ultra HD TV lineup will begin shipping in the U.S. in early spring.

The top-of-the-line UH9500, UH8500 and UH7700 LG SUPER UHD series boast the most advanced IPS display in the industry with innovations such as True Black Panel and Contrast Maximizer for advanced picture quality at wide viewing angles. True Black Panel is a proprietary technology that minimizes reflections and enhances contrast ratio for a more comfortable viewing experience while Contrast Maximizer delivers more depth and contrast by separating objects from their backgrounds.

“We’re confident our 2016 HDR-enabled SUPER UHD TV will generate much excitement not only in the industry, but also with consumers in general,” said Brian Kwon, President and CEO at LG’s Home Entertainment Company. “We are the only company with a dual strategy focused on both OLED and UHD TV technologies and

this is proof that we're committing to delivering the most advanced picture quality and home entertainment innovations to consumers around the world.”

LG SUPER UHD series have been designated as “HDR Plus” to indicate that these sets include technologies that enable them to show 4K HDR content with a greater sense of reality. HDR Plus combines LG’s ULTRA Luminance technology improves peak brightness, improved black level performance and Color Prime® technology to heighten HDR performance compared to sets that are only HDR compatible. Also included is an SDR-to-HDR conversation engine so viewers can enjoy near-HDR content from any standard source.

To enhance color reproduction, LG’s Color Prim Plus® is included on the UF9500 and UF8500 series. Color Prime Plus expands the palette of colors that can be displayed on the screen. Color Prime Plus uses a combination of a new, thicker color filter as well as new LCD phosphors to achieve approximately 90 percent of the Digital Cinema Initiative (DCI) color space. Another innovation, Billion Rich Colors, gives the LG SUPER UHD models the ability to render over one billion possible color variations for an even greater sense of realism.

The UH9500 employs a new design concept, making it even thinner than its predecessor. By reducing the gaps between the panel and back cover chassis, the ultra-thin 6.6mm (.22 inches) screen depth and near invisible bezels combine to give the appearance of the TV floating on air. And the UH9500 is second to none when it comes to sound. LG also worked with high-end audio pioneer harman/kardon® to develop a speaker system that could deliver high quality audio despite the thin profile. LG’s new Magic Sound Tuning function measures and analyzes the viewer’s environment and makes adjustments to customize the sound to the room’s specific conditions.

Similar to the UH9500 and UH8500 in features, the UH7700 also offers ColorPrime, Billion Rich Colors, ULTRA Luminance and Contrast Maximizer housed in a slightly

different design configuration. At CES, LG will also take the wraps off its first production-ready 98-inch 8K SUPER UHD TV (model UH9800).

The 2016 UHD TV lineup also comes with the newest generation of LG's acclaimed webOS Smart TV platform. webOS 3.0 adds advanced new features to make finding and switching between LG's expanded content options – including broadcast TV, streaming services and external devices – simple and fast.* With enhanced mobile connectivity, remote features and more content options – including those offering streaming HDR, LG webOS 3.0 makes it even simpler and more fun than ever for users to find and enjoy the content they want to watch.

LG SUPER UHD TVs with HDR will be on display in LG's booth (LVCC Central Hall, #8204) at CES 2016 from Jan. 6-9 in the Las Vegas. For more information, visit www.LG.com.

###

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.

About LG Electronics USA

Named 4K UHD Partner for CES® 2016, 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.

Media Contacts:

LG Electronics, Inc.
Ken Hong
+82 2 3777 3626
ken.hong@lge.com
www.LGnewsroom.com

LG Electronics, Inc.
Juah Kim
+82 2 3777 3981
juah.kim@lge.com
www.LGnewsroom.com

LG Electronics USA



www.LG.com

Taryn Brucia
201 214 3302
taryn.brucia@lge.com