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LG STYLER HERALDS FUTURE OF TOTAL CLOTHING CARE

*Set to Unveil Elegant Styler with Black Tinted Mirror Glass at CES,
LG Challenges Conventions When It Comes to Wardrobe Management*

ENGLEWOOD CLIFFS, N.J., Jan. 3, 2019 — LG Electronics (LG) is showcasing its vision for total clothing care with the revolutionary Styler system at CES® 2019 as part of the “LG Ultimate Laundry Room” featuring advanced clothes washers and dryers. Headlining the portfolio of laundry offerings will be the new LG Styler Black Tinted Mirror Glass Door, a CES 2019 Innovation Award winner. LG will also demonstrate captivating large capacity concept models for the future complete with smart features and a Smart Mirror with AI service for an entirely new virtual fashion experience.

Launching in the U.S. this year, the premium LG Styler with Black Tinted Mirror Glass Door brings functionality and elegance to the home with a refined, modern design and the ability to keep clothes hygienically clean and looking their very best. The new tinted black-glass door exudes sophistication while the unit effortlessly and conveniently refreshing up to four garments – including a pair of pants in the door – simultaneously. The inclusion of Smart Diagnosis™ and SmartThinQ™ offers users the benefit of fast, accurate support and the ability to tap into the Google Assistant with only one’s voice.

At the core of Styler is LG TrueSteam™ technology, which eliminates over 99.9 percent of the germs and bacteria found in clothing and is certified as asthma and allergy friendly® by the Asthma and Allergy Foundation of America (AAFA). Clothes placed on the moving hangers shake out wrinkles and unpleasant odors while the Gentle Dry cycle removes moisture quickly and thoroughly. Heat Pump Drying reduces energy consumption by recycling heat from the hot, moist air inside Styler, and Pants Crease Care creates a crisp crease-line without an iron.



Visitors to CES 2019 will be able to experience the new Styler as part of the “LG Ultimate Laundry Room,” which also includes LG washers and dryers, among the **most awarded** in the industry for their superiority in performance, reliability and customer satisfaction.

Designed for bigger families, the large capacity Styler model will also be on display. This concept model is an expanded version of the Styler Black Tinted Mirror Glass Door that can accommodate five garments on moving hangers (including full-length coats) as well as a pair of pants in the door. In addition to the Styler of tomorrow, LG is giving the public a look at the bedroom of the future with its Smart Mirror with AI virtual tailored service. This LG ThinQ mirror can deliver a customized experience with intelligent fashion suggestions and virtual fittings, enabling customers to purchase clothes without having to try them on in a store.

“With a sleek design and highly effective performance, the elegant black LG Styler takes in-home clothing care to the next level,” said Song Dae-hyun, president of LG Electronics Home Appliance & Air Solution Company. “We are enthusiastic about expanding Styler’s capabilities and appeal to new customers who are unaware that there is more to wardrobe management than washing with water and dry cleaning.”

Visitors to CES from January 8-11 are encouraged to stop by booth #11100 in the Las Vegas Convention Center to experience the full breadth of LG’s clothing care solutions.

To learn more about LG home appliances, visit www.lg.com.

For additional CES news, visit ces2019.lgusnewsroom.com.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 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. LG is a 2018 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

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