

LG'S LEVITATING SPEAKER EXPECTED TO MESMERIZE AUDIENCES AT CES 2017

*Levitating Portable Speaker Hovers
in Midair While Delivering Superb Audio Performance*

ENGLEWOOD CLIFFS, N.J., December 26, 2016 — LG Electronics (LG) today announced its futuristic Levitating Portable Speaker, which will be launched at CES[®] 2017. The mesmerizing wireless speaker (model PJ9) hovers in place over the accompanying Levitation Station to deliver high-quality audio while also making a lasting impression with its eye-catching design. In addition to its striking looks, the versatile speaker provides users the ability to seamlessly play music, podcasts and other audio content in the home as well as outdoors.

“The PJ9 wireless speaker is an exciting combination of audio design and innovation, offering the perfect balance between performance, beauty and versatility,” said Tim Alessi, head of product marketing at LG Electronics USA. “This latest addition to our growing lineup of premium wireless audio devices will not only turn heads, but it makes the bold statement that LG is committed to exploring new concepts and pioneering innovative audio designs for consumers around the world.”

Leveraging powerful electromagnets housed within the Levitation Station, the PJ9 achieves a stunning visual effect of floating in mid-air, untouched by any surface or wires. At its core is a 360-degree omnidirectional speaker with turbine blade-inspired design and deep bass courtesy of the subwoofer embedded inside the Levitation Station. The PJ9 also features Dual Passive Radiator technology to reproduce flush mid-range tones and crisp highs for enhanced sound quality.

When the PJ9's 10-hour batter begins to run low, the smart portable speaker automatically descends to the Levitation Station and begins to charge wirelessly with no intervention required from the listener and no interruption in music playback. For added

enjoyment and portability, the PJ9 is IPX7¹ compliant in order to withstand adverse weather conditions, so listeners can delight in amazing omnidirectional sound indoors or outdoors. To further compliment the convenience and versatility offered by the PJ9, Multipoint technology is employed, which enables the speaker to connect to two Bluetooth devices simultaneously.

Visitors to CES are encouraged to come to LG's Booth at the Las Vegas Convention Center (Booth #11100, Central Hall) to see the company's full lineup of wireless audio products.

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About LG Electronics USA

Named 4K Ultra HD Partner for CES 2017, LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, 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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¹ The LG PJ9 Portable Levitating Speaker has a water resistance rating of IPX7 according to IEC standard 60529 (applies to speaker only, not base unit).