

FOR IMMEDIATE RELEASE**LG AND DOLBY KICK OFF ROADSHOW SHOWCASING
ULTIMATE HOME ENTERTAINMENT EXPERIENCE**

*Pop-Up 'LG OLED TV Cinema House' Offers Fans Exclusive
Sneak Peek of Netflix Original Series Stranger Things 2 on World's Most
Innovative TV*

NEW YORK, Oct. 12, 2017 — LG Electronics USA today launched the “LG OLED TV Cinema House powered by Dolby Vision and Dolby Atmos,” an immersive consumer experience featuring the superior audio-visual performance of LG OLED 4K TVs with Dolby Vision high dynamic range (HDR) and Dolby Atmos advanced audio technologies.

Serious TV watchers visiting the Cinema House from coast to coast this fall will have the opportunity to view 4K Ultra HD clips from popular Netflix originals including *Marvel's The Defenders*, *Okja* and an exclusive, never-before-seen clip from the first episode of the highly-anticipated Netflix hit series, *Stranger Things 2*, which launches on October 27.

“Watching TV on LG’s award-winning OLED TVs is truly an ‘other-worldly’ spectacle, and we created Cinema House so everyone can see and believe,” said Michelle Fernandez, head of home entertainment marketing, LG Electronics USA. “The unrivaled picture quality of LG OLED display technology fused with Dolby Vision high dynamic range imaging and Dolby Atmos immersive sound creates an immersive experience that delivers viewers their favorite content exactly as the director intended. It’s the pinnacle of home entertainment for a new breed of TV viewer – the Serious TV Watcher.”

Representing the future of home entertainment, the LG OLED TV Cinema House powered by Dolby is an exclusive experience that transports consumers into some of the

world's most popular TV series on the LG SIGNATURE OLED TV W, also known as "Wallpaper TV." Hailed by experts as the best TV technology available, LG OLED achieves perfect black, infinite contrast and over one billion vibrant colors to offer precise detail and overall rich image quality that transforms the living room into a true home theater.

In addition to the razor-thin Picture-on-Wall LG SIGNATURE OLED TV W series featured in the Cinema House, the comprehensive family of LG OLED 4K UHD TVs includes the sleek Picture-on-Glass LG SIGNATURE OLED G7 and LG OLED E7 series, and blade-slim LG OLED C7 and LG OLED B7 series. The 10 models, available now in 77-, 65- and 55-inch class sizes, feature Dolby Vision and Dolby Atmos technologies, further enhancing the home theater experience that only LG OLED display technology can deliver. All LG OLED TV models also feature the latest generation of the acclaimed LG webOS Smart TV platform, which makes finding and switching between limitless content options – broadcast TV, streaming services and a growing library of 4K and HDR programming – simple and fast.

This fall, the LG OLED TV Cinema House powered by Dolby will be making stops across the country including:

- Oct 11-12: New York, NY Plaza33 near Madison Square Garden
- Oct 19-20: Los Angeles, CA Dolby Theater at Hollywood & Highland
- Oct 28-29: Lawndale, CA Video and Audio Center
- Nov 11-12: Glenview, IL Abt Electronics Retail Store
- Nov 18: Bellmore, NY P.C. Richard & Son

Additional tour dates in 2018 will be announced later.

For more information on the LG OLED TV Cinema House powered by Dolby, please visit seriouswatchers.com. For more information on LG OLED, visit lg.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 \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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.

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