

FINAL**LG DOUBLES INSTAVIEW REFRIGERATOR LINEUP
JUST IN TIME FOR LABOR DAY SAVINGS DEALS**

23 Models Feature Award-Winning Design, Smart Connectivity and Unparalleled Customization

ENGLEWOOD CLIFFS, N.J., Aug. 23, 2018 — LG Electronics USA is doubling its award-winning line of **LG InstaView™ Refrigerators** in response to growing consumer demand, offering consumers even more ways to customize their kitchen with their choice of configuration and finish – including PrintProof™ matte black, as well as black stainless and traditional stainless steel. With 23 models rolling out nationwide this year – each featuring smart Wi-Fi connectivity with LG SmartThinQ™ – LG InstaView is now available at more than 16,000 retail floors and online nationwide at price points on select models as low as \$1,999 during the Labor Day retail price promotion.*

LG InstaView refrigerators – recognized for their iconic tinted glass panel in the door – allow users to knock twice to illuminate the interior and see inside to choose their favorite grab and go foods before opening the door. With options including Side-By-Side, French 3-Door and 4-Door models, along with counter-depth and standard-depth options, consumers can find the InstaView™ Door-in-Door® refrigerator that fits their kitchen perfectly.

“We’re offering consumers even more exciting choices when it comes to designing their kitchen with LG’s fastest-growing feature for the kitchen – LG InstaView – proving that with LG there’s no need to compromise,” said David VanderWaal, senior vice president, marketing, LG Electronics USA. “And consumers can shop with confidence knowing that LG home appliances are ranked highest when it comes to customer satisfaction.”**

Available in various sizes, finishes and configurations, the expanded line of LG InstaView models provide an unparalleled level of customization and convenience for modern day families. In addition to the sleek InstaView panel that illuminates with two quick knocks, the line features:

- **LG Door-in-Door®** technology to help organize everyday favorites and allows users to access often-used items without having to open the entire refrigerator, helping extend food freshness.

Simply push a button on the door handle to release the magnetic seal and access the compartment. ENERGY STAR® certified LG InstaView Refrigerators also help consumers save energy because they are 20 percent more efficient than the federal minimum energy standard.

- **PrintProof finish options:** including matte black stainless steel, black stainless steel and stainless steel on select models. LG PrintProof is both fingerprint- and smudge-resistant finish – just easily wipe clean with a soft, dry cloth – for the ultimate in style and functionality.
- **LG SmartThinQ:** the LG SmartThinQ mobile app for Android and iOS allows users to operate LG smart appliances remotely. Always know if the refrigerator door is open and never be caught unprepared by unexpected guests with the ability to make extra ice. For added convenience, SmartThinQ now responds to voice commands via Amazon Alexa and the Google Assistant.

Beginning August 23, LG Electronics brings back the highly anticipated Labor Day deals offer with savings of up to 25 percent* on available LG InstaView models and up to \$1,100 in savings on French door-in-door models. The savings continue into the laundry room, as LG's largest capacity front-load washing machine, the 5.2 cubic foot mega capacity LG TurboWash™ washer with steam technology and LG SideKick™ pedestal washer is available for a savings of \$400.

LG 2018 Labor Day promotions are available through September 12 at participating LG retailers nationwide. For more information, please visit www.lg.com/us/promotions.

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**Prices, promotions and availability may vary by store and online. Prices subject to change without notice. Quantities are limited. Check with your local retailers for final price and availability.*

***J.D. Power ranked LG highest in 2018 customer satisfaction with top-mount freezer refrigerators four years in a row, with top-load washers and free-standing ranges for two years in a row and with side-by-side refrigerators for the first time. LG received the highest numerical score in the respective segments of the J.D. Power 2018 Laundry and Kitchen Appliance Satisfaction Study, based on 18,215 (kitchen) and 8,629 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed March-April 2018. Your experiences may vary. Visit jdpower.com.*

***LG holds the number one spot in the American Customer Satisfaction Index® survey among home appliance companies from 2015 to 2017 (second to none in 2015).*

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, solar energy solutions and vehicle components 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 LG news and information, please visit www.LG.com.

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