



CONSTRUCTING 48-STORY HOUSE OF CARDS ON RUNNING WASHING MACHINE EARNS LG PRESTIGIOUS INDUSTRY AWARD

LG Recognized for Effective Creative Marketing Demonstrating Key Product Feature

ENGLEWOOD CLIFFS, N.J., May 30, 2017 — Proving that a washing machine can be the star of a viral video, LG Electronics’ “Card Stacking Challenge” video was the recipient of an AME Award in the category of branded entertainment. One of the most prestigious industry honors, the AME (Advertising & Marketing Effectiveness) Awards recognize a marketing campaign’s strategy, creative concept, production value and most importantly, effectiveness, on a global stage.

The video (www.youtube.com/watch?v=sEftHIXPG2Y) quickly achieved 100 million cumulative views across multiple sites when it debuted on YouTube last spring. In the video, professional card stacker Bryan Berg is seen building a nearly 11-foot-tall tower comprised of 200 decks of cards on top of an LG Centum System™ washing machine running at 1,000 RPM, a feat which earned Berg a world record for the highest card structure built in 12 hours. The video was designed to creatively demonstrate LG’s new Centum System, which maximizes the washing machine’s reliability and energy efficiency with minimal vibration and noise. For the first time in the United States, LG Centum technology will be available on the [LG SIGNATURE washer/dryer combo](#) rolling out at U.S. retailers this summer.

Following the success of the “Card Stacking Challenge” campaign, LG produced a series of popular videos to tell the story of its unique and innovative appliances, including “painting” a gigantic wall mural using more than 18,000 light bulbs and commissioning a professional rock climber to scale a 33-story building with nothing more than the suction power from two cordless vacuum cleaners.

###



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 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.

Media Contacts:

LG Electronics USA

Taryn Brucia
201 816 2187
taryn.brucia@lge.com

Stephanie Mayer
212 880 5239
stephanie.mayer@lg-one.com