



LG REINVENTS MICROWAVE OVEN WITH ‘LG NEOCHEF’ LINEUP

*High-Performance Innovations with Smart Inverter Technology
Elevate Microwaves from Simple Heating Devices to Professional Cooking Appliances*

ENGLEWOOD CLIFFS, N.J., May 4, 2017 – Leading home appliance manufacturer LG Electronics is reinventing the traditional microwave oven with the launch of the all-new LG NeoChef™ countertop microwave ovens. The four series of LG NeoChef microwaves – totaling 13 new models – each features intuitive controls and a range of high-performance cooking capabilities to transform the way consumers create meals in their microwave ovens.

“LG is changing the game again – this time with microwaves – taking an underutilized technology and bringing it into the 21st Century with cooking capabilities never-before imagined,” said David VanderWaal, vice president of marketing for LG Electronics USA. “With our Smart Inverter technology and other advanced features, home cooks can do everything from cooking fresh vegetables to defrosting meat and bread – making the LG NeoChef a must-have appliance in every cook’s kitchen.”

The unique “Smart Inverter” technology at the heart of LG NeoChef microwave takes the guesswork out of microwaving by delivering precise power for consistent cooking, reheating and defrosting. Unlike ordinary microwaves that alternate blasts of full power or no power until the timer goes off, LG NeoChef uses precise, variable power control between 300 to 1,200 watts to evenly cook or defrost food – helping to eliminate dreaded cold centers and overcooked edges. Plus, its Humidity-sensing technology determines when food is cooked and automatically turns off the microwave to help prevent the over- or under-cooking of meals.



When it comes to versatility, LG NeoChef microwaves provide 10 power levels and seven cook options to create a variety of favorite meals, ranging from fresh vegetables to rice; five reheat options to tackle everything from beverages to pizza; and four defrost options to handle meat, poultry, fish and bread.

LG NeoChef microwaves also make cleaning simple with LG's new EasyClean[®] assisted by Anti-Bacterial Coating that resists stains and buildup, making it harder for dangerous contaminants to take root. Cleaning is as easy as wiping with a damp cloth – no harsh chemicals are usually required with ordinary clean-ups. The hexagonal-shaped stabilizer ring on LG NeoChef microwaves provides six wheels for the turntable to rest upon instead of just three, delivering added support for tall or heavy items to avoid tipping and spillage when the food is not perfectly centered.

Beyond its new level of functionality, LG NeoChef microwaves boast a sleek and practical design with a minimal, glossy front panel combined with a refined exterior (available in the new black stainless steel, traditional stainless steel, black and white) allowing it to seamlessly blend in with the décor of any kitchen. The intuitive SmoothTouch™ controls look sleek and operate simply with just a touch of a finger. Best of all they have been designed with practicality in mind – the smooth surface easily wipes clean.

Four new series of LG NeoChef microwaves, all featuring Smart Inverter, EasyClean, Hexagonal Ring and LED Lighting, are available now through select U.S. retailers nationwide at the following manufacturer's suggested retail prices:

- **LG LMC0975 series:** 0.9 cubic-foot capacity, 1,000 BTUs, available in smooth white and smooth black (\$129) and stainless steel (\$139) finishes.
- **LG LMC1375 series:** 1.3 cubic-foot capacity, 1,200 BTUs, available in smooth white and smooth black finishes (\$169).
- **LG LMC1575 series:** 1.5 cubic-foot capacity, 1,200 BTUs, available in black



stainless steel (\$219), stainless steel (\$199), smooth white (\$199) and smooth black (\$179) finishes.

- Launching this summer: LMC2075 series: 2.0 cubic-foot capacity, 1,200 BTUs, available in black stainless steel, stainless steel, smooth white and smooth black finishes.

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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 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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