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**LG AND BOCONCEPT PAIR ULTIMATE IN-HOME DESIGN,
HOME ENTERTAINMENT TO CREATE MODERN LIVING ROOM**

*Partnership Expresses Contemporary Luxury Living in New Ways
Through Marriage of LG OLED TV Technology and Home Décor*

ENGLEWOOD CLIFFS, N.J., July 12, 2018 — LG Electronics USA has joined forces with contemporary Danish retail furniture brand **BoConcept** and renowned interior designer **Sarah Sherman Samuel** to create a custom living room space in the flagship BoConcept showroom on Madison Avenue in New York City that highlights the elegant glass design of the LG OLED E8 TV with AI ThinQ®. The living room design showcases the importance of material and form factor in modern home décor and visitors to the retail location will experience Samuel's vignette styled with the unique picture-on-glass 65-inch class LG OLED TVs.

“BoConcept's long-standing tradition of modern furniture with the highest functionality, design and quality, made them a natural fit for one of the smartest and most elegant TVs ever on the market,” said David VanderWaal, Senior Vice President of Marketing for LG Electronics USA. “The room's refined glass design celebrates the transcendent technology of LG OLED to create a captivating statement piece in your home. And thanks to Sarah's ability to effortlessly combine styles to create distinctive spaces, consumers can visualize new ways to bring their dream living room to life.”

The elegance of glass meets the unparalleled sophistication of OLED technology for a gorgeous image that appears to float in the air. Harnessing the unmatched picture quality of LG OLED technology as well as the convenience of LG's proprietary ThinQ AI technology, built-in Google Assistant and compatibility with Amazon's Alexa, the E8 series LG OLED TVs deliver a previously impossible home cinema experience. Wall-mounted or on a tabletop, the latest iteration of LG's unique picture-on-glass design is the perfect complement to today's modern living spaces.

“Glass as an element of design is one of the most versatile you can incorporate into a space. I find it an ideal complement to natural materials like wood, leather, and fur which is why the new LG OLED TV is a designer’s dream. I feel the TV is showcased at its best when used with those contrasting elements which is what I worked with when designing the living space within the BoConcept showroom,” said Sarah Sherman Samuel. “It brings a level of sophistication to any space.”

“When you take a closer look at modern interior decor, technology and furniture are steadily becoming more integrated,” said Steen Knigge, BoConcept Marketing Director, Americas. “Home-based tech products are evolving into sleeker designs to looking more and more like artwork, and LG’s latest product is no exception. As a company with Scandinavian roots looking to strengthen its U.S. foothold, having an established global brand like LG turn to us as a partner is a phenomenal honor. We’re excited to see what we’re able to accomplish together.”

For more information around the collaboration, visit [LG’s YouTube channel](#) and to learn more about how the LG E8 OLED TV elevates room design, visit [LGGlassTV.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 \$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 and solar energy solutions 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 news and information on LG Electronics, please visit www.LG.com.

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About BoConcept

Launched in 1952 and franchised in 2002, BoConcept has become a global leader in the design of bold, stylish furniture and now boasts nearly 300 locations in 65 countries around the world. Founded in Denmark, BoConcept differentiates itself by offering premium quality, modern designs that elevate interior spaces to achieve their full potential. The company remains focused on creating functional furniture for the urban consumer through partnerships with the world's leading interior designers. Backed by a proven global concept and strong franchise support system, BoConcept's 14 U.S. locations include a flagship store, recently opened in December 2017 on New York City's famed Madison Avenue. For more information please visit <http://www.boconcept.com>. To inquire about franchise opportunities, please visit <https://www.boconcept.com/en-us/boconcept/franchise>.

About Sarah Sherman Samuel

Sarah Sherman Samuel is renowned interior designer and lifestyle influencer with a background in product design. After years of developing products and pattern-based artwork for Target, Sarah launched her lifestyle blog as a portfolio of her interior design work and a journal of her travels, family adventures and personal style. Her site projects a sleek and contemporary world that evokes Sarah's flawless taste and pristine aesthetic. Notable clients include Mandy Moore, Oh Joy!, and Garance Doré. She has recently partnered with KitchenAid, Macy's Home, Bloomingdales Home, Absolut, Ecco Domani, Dasani, L'Oreal, Ralph Lauren, and Kate Spade. She has been featured on Architectural Digest, Dwell, BuzzFeed, Apartment Therapy, Design Sponge, HGTV, and more. Sarah lives with her husband, son, and daughter, splitting her time between Los Angeles and their new home in Michigan.

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**LG OLED TV has been the world's best-selling OLED brand since 2013. Based on IHS Market, Technology Group, TV Sets Market Tracker, Q4 2017. Ranking is not an endorsement of LG. Any reliance on these results is at the third party's own risk. Visit technology.ihs.com for more details. Images Simulated.*