

FINAL IMMEDIATE RELEASE

**LG TACKLES ASTHMA & ALLERGY AWARENESS MONTH WITH
'HOME FREE' CAMPAIGN**

*LG CERTIFIED **asthma & allergy friendly**® Appliances Help Allergy Sufferers
Fight Back Against Itching and Sneezing at Home*

ENGLEWOOD CLIFFS, N.J., May 2, 2019 – [LG Electronics USA](#) is joining forces with the Asthma and Allergy Foundation of America (AAFA) to kick off Asthma & Allergy Awareness Month in May by launching the new “LG Home Free” campaign designed to show the millions of Americans who suffer from asthma and allergies how LG products can reduce allergens in the home. With a product portfolio **CERTIFIED asthma & allergy friendly**® by AAFA that features air purifiers and an assortment of laundry appliances that only LG offers, the company is helping families fortify their homes with solutions for clothes, bedding, toys and even the air they breathe.

LG teamed up with AAFA – which just published its 2019 Spring Allergy Capitals™ report* – to identify a family suffering with allergies in Springfield, Mass. – one of the country’s top five most-affected cities, according to the report. The company enlisted the help of Home Space Expert **Egypt Sherrod** to outfit the family’s home with a brand-new suite of **CERTIFIED asthma & allergy friendly** LG home appliances and a special “Home Free” refresh. No stranger to making the home a better place for American families to live, Sherrod helped LG give the family a stylish – and healthier – home makeover this allergy season.

Pollen, dust, and dander: with LG, you’re home free.

The family’s allergy story centers on 10-year-old Quincy, who has lived with severe and persistent asthma and allergies since birth. While Quincy is the only one in his family with severe allergies, his family is also affected by the challenges of keeping the home allergen-free. Carpeting and rugs had to be removed, and linens have to be washed and replaced regularly due to dust and pollen build-up. Quincy’s allergies are so severe that he can’t keep stuffed animals in his room because they collect dust mites and pollen. Most outdoor activities are limited, and much

of Quincy's free time is spent indoors at home – where his family has been battling against dust and allergens. That's when LG stepped in to help.

“Nasal allergies affect an estimated 50 million Americans – and what many might not realize is that clothing, shoes and even pets are top ways that pollen and other irritants are transferred into the home,” according to AAFA President and CEO Kenneth Mendez. “You can start fighting back against these mostly invisible enemies by taking the right steps to reduce these allergy triggers in your home. CERTIFIED asthma and allergy friendly products like LG's laundry systems and air purifiers have been proven to reduce or remove allergy triggers.”

Highlighted at lg.com/homefree, the LG portfolio of CERTIFIED asthma and allergy friendly certified products includes front- and top-load washing machines, the LG Styler steam clothing care system and LG PuriCare air purifiers:

- **LG Front- and Top-Load Washing Machines**** include the new TurboWash™ 360 front-load washer (model **WM3900**) that uses five powerful jets with variable sprays to surround clothes from multiple angles so detergent can penetrate deep into fabrics for a complete clean – even for big loads – in under 30 minutes.*** Also featured as *asthma and allergy friendly* is LG's new top-load washer with TurboWash3D™ Technology (model **WT7900**) that uses the power of steam to reduce common household allergens by more than 95 percent.
- **LG Styler** is a first-of-its-kind steam clothing care system that use the gentle power of steam – no chemicals – to refresh fabrics, including jackets, clothing, bags, pillows and even stuffed animals. It reduces light wrinkles and odors and removes 99.9 percent of allergens in as little as 20 minutes.
- **LG PuriCare 360° Air Purifier** uses HEPA filtration system to trap 99.97 percent of ultra-fine dust.**** It features a unique purification method that promotes 360 degrees of clean air delivery and LoDecibel™ quieter operation – and its intelligent LED indicator system changes

from red to orange to yellow to green as the indoor air quality improves so users can easily monitor air quality.

The LG Home Free educational campaign, which runs through May, Allergy and Asthma Awareness Month, will reach millions of American families through targeted digital and radio spots, complementing ongoing collaborations with AAFA. For more information, please visit lg.com/homefree.

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**The AAFA Spring Allergy Capitals 2019 report can be found at www.aafa.org/allergy-capitals/*

***LG asthma & allergy friendly certified front-load washers include the following models: [WM9500HKA](#), [WM9000HVA](#), [WM4370HWA](#), [WM4370HKA](#), [WM3997HWA](#), [WM3900HWA](#), [WM3900HBA](#), [WM3700HWA](#), [WM3700HVA](#), [WM3499HVA](#), [WM8100HVA](#); LG asthma & allergy friendly® certified top-load washers include the following models: [WT7700HWA](#), [WT7700HVA](#), [WT7600HWA](#), [WT7600HKA](#)*

****Based on independent testing comparing models WM3900HBA and WM4370HWA in normal cycle with TurboWash™360° option, 10 lb. load vs. TurboWash® 2.0 option, 8 lb. load (Feb. 2019).*

*****Based on testing performed by IBR Laboratories® on August 23, 2018 (Test Method: IEST RP CC001.6 (2016)).*

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$54 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 2019 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

About the asthma & allergy friendly Certification Program

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. CERTIFIED products include air cleaners, flooring, paints, bedding, vacuum cleaners, washing machines, insulation, cleaning products and more. Visit aafa.org/certified for more information.

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