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LG OLED 4K SMART TVs TO REACH ‘BEST PRICE EVER’ DURING 2017 BLACK FRIDAY SEASON

*Widely Recognized as Best TV Technology Ever,
LG OLED TV Available for Limited Time Under \$1,500*

ENGLEWOOD CLIFFS, N.J., Nov. 17, 2017 – LG Electronics USA unveiled special Black Friday 2017 pricing on its award-winning LG OLED TVs, highlighted by a 55-inch class model available for under \$1,500 for the first time ever.

From Nov. 19-27, LG OLED’s B7A 55-inch class (54.6 inches diagonal) model will be priced at \$1,499 at LG-authorized retailers nationwide. The LG OLED B7A 65-inch class (64.5 inches diagonal) model will be priced at \$2,299. Both prices represent the best pricing ever for LG OLED in these screen sizes.

LG OLED TV B7A Series

55-inch class model 55B7A, \$1,499 (regularly \$2,299)

65-inch class model 65B7A, \$2,299 (regularly \$3,299)

All 10 LG OLED models in the critically acclaimed 2017 line-up are available for a limited time at the “Best Price Ever,” including the premium LG OLED E7 “Picture on Glass” models and super-premium LG SIGNATURE OLED W7 “Wallpaper” models. For more information on Black Friday pricing, visit <http://www.lg.com/us/oled-tvs> beginning Nov. 17.

“For consumers seeking the ultimate cinematic experience this holiday season, now is the perfect time to bring an award-winning LG OLED into your home at the best price ever,” said Tim Alessi, Senior Director, Home Entertainment Product Marketing, LG Electronics USA. “Professional TV reviewers worldwide will tell you that it doesn’t get

any better than LG OLED TV when it comes to picture quality. With its perfect blacks, over a billion rich colors and HDR support, these 4K OLED sets deliver your favorite shows and streaming content the way the directors intended them to be seen.”

Leading experts – who have performed detailed technical reviews – have hailed LG OLED as the best TV technology ever, thanks to LG OLED’s unique ability to create its own light. Each of the 8 million-plus pixels can be individually controlled and turned on or completely off resulting in perfect black levels, greater detail in darker areas and no light bleed. Combined with the intense detail of 4K Ultra HD and the ability to render more than 1 billion rich colors, the 2017 LG OLED line delivers consistent theater-quality pictures to the home from even wide viewing angles.

The 2017 LG OLED TVs provide an unrivaled high dynamic range (HDR) experience with support for all major HDR formats, including HDR10, YouTube VP9, Dolby Vision™ HDR technology and Hybrid Log Gamma (HLG), assuring compatibility with the most HDR content from streaming and Ultra HD Blu-ray discs. All 2017 LG OLED TVs incorporate webOS 3.5, the latest version of LG’s award-winning smart TV platform, which makes switching between content options – including broadcast TV, streaming services and external devices – simple and fast. With the LG Magic Remote and uniquely refined launcher bar, viewers have access to a limitless world of premium content – including 4K streaming and HDR content – from popular entertainment providers such as Amazon, Netflix and Vudu.

LG, the first to introduce the transformative OLED panels to large-screen TVs, offers the widest selection of models, including the amazing blade-slim design of the B7 and C7 LG OLED TV series, the unique Picture-on-Glass design of the E7 LG OLED TV series and the G7 LG SIGNATURE OLED TV series, and the groundbreaking Picture-on-Wall design of the W7 LG SIGNATURE OLED TV series, which measures a mere one-tenth of an inch thick.



www.LG.com

To learn more about LG's award-winning television innovations, visit
www.lg.com/us/tvs.

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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 entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. www.lg.com.

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