

FOR IMMEDIATE RELEASE**LG UNVEILS PLANS FOR GIANT DISHWASHER-THEMED WATER PARK TO PREMIER 'CITI SUMMER STREETS 2017' IN NYC**

Giving Thousands of People Chance to Cool Off, New LG QuadWash Dishwashers Take Center Stage During Iconic NYC Festival's 10 Anniversary

NEW YORK, July 11, 2017 — The year's most exciting and unique water park exhibit on the streets of New York City is coming to next month's 10th Annual "Citi Summer Streets" program, courtesy of LG Electronics USA. Announced today with the New York City Department of Transportation, the massive "LG QuadWash Water Park" will top-out at 6,750 square feet (two and a half times bigger than a tennis court) and will soak festivalgoers from every angle, mimicking the new [LG QuadWash](#) dishwashers' advanced four spray arm technology. With four arms, instead of the industry standard two, LG QuadWash dishwashers deliver maximum coverage to get dishes clean the first time.

Since 2008, the Department of Transportation has presented Citi Summer Streets along nearly seven miles of Manhattan streets, closing them to vehicular traffic and opening them to the public for outdoor recreation – walking, running, cycling and playing, in addition to many free activities for all ages. This year, LG will bring something truly unique to the event – one that will undoubtedly move attendees of all ages to say, "Life's Good!"

"Citi Summer Streets is the ideal venue to make a splash with our newest dishwasher innovation with the first-ever water park modeled after a massive dishwasher," said Peggy Ang, head of home appliance brand marketing at LG Electronics USA. "This summer, we're launching a brand-new line of LG dishwashers with our industry-first LG QuadWash technology that stands apart from the competition because it harnesses the power of four spray arms instead of two, getting dirty dishes clean the first time without ever having to prewash or rewash."

New York City Department of Transportation Commissioner Polly Trottenberg applauded LG's leading role as a top sponsor of the 2017 Citi Summer Streets festival. "Offering New Yorkers a unique and fun way to cool off in the dog days of summer over three weekends in August, the LG QuadWash Water Park is sure to be a prime attraction at this year's event and an exciting enhancement for our milestone 10th anniversary," she said.

Ninja Television Game Show Meets Dishwasher-Themed Water Park

The LG QuadWash Water Park is a first-of-its-kind installation – a giant inflatable water attraction modeled after both the exterior and interior elements of the LG QuadWash dishwasher. The water park, which will be located on Park Avenue between 70th and 71st Streets in Manhattan, will feature obstacle courses continuously soaked by powerful jet streams, massive slides in the shape of cutlery, and hanging glide rails for kids of all ages to zoom down into pools of water. Each element was precisely chosen to showcase the innovative features of the new LG QuadWash – most notably, its unique QuadWash technology that cleans dishes with the power of four arms of powerful water jets instead of the traditional two arms seen on most conventional dishwashers.

If It Can Soak the Entire Family, Imagine What It Can Do for Your Dishes

The LG QuadWash Water Park will employ key innovations found in the QuadWash dishwasher lineup to show just how many dishes (or people) it can soak. [LG QuadWash](#) dishwashers set a new standard for dishwashers by putting maximum cleaning in motion with four spray arms. LG Multi-Motion arms sweep and rotate back and forth while spinning in both directions to clean dishes from just about every angle. Plus, each is equipped with high-pressure jets to power-clean dishes. The high-performance technology used to inspire the LG QuadWash Water Park will ensure not one nook or cranny in the exhibit is untouched by soaking wet fun.

Giant Water Park...and the Dishwasher Offers Lots of of Space, Too

Inspired by ample capacity offered by the LG QuadWash, the water park was designed to take capacity to the next level. In fact, the exhibit will be 30 feet wide by 50 feet long and hold up to 25-30 people at a time. Plus, patrons will be able to hang from the "3rd Rack" or use the "Glide

Rail” slide, zones that were modeled after the LG QuadWash EasyRack™ Plus system, which adjusts to just about any load of dishes. With one touch, consumers can quickly and easily change the height of the upper rack to three different levels to fit everything from flatware to espresso cups. For those entertaining for a crowd, the spacious, stainless steel interior provides ample space for lots of dishes and stemware, in a variety of sizes, fitting up to 15 place settings of dishes.

LG will also set-up cabanas where people can sit, relax and watch the action while getting a chance to interact with the new LG QuadWash dishwashers. Patrons will get an up-close-and-personal look at additional key features of the dishwasher, including:

- **Smart ThinQ®** features Smart Access and Smart Adapt, which allow you to monitor the wash cycle remotely and download improved cycles. The Smart Grid Ready feature can automatically run the washer when electricity rates are lowest, while LG Smart Diagnosis helps troubleshoot any problem.
- **Quiet Operation with the Inverter DirectDrive motor** and the advanced self-cleaning filtration system is tough on food residue and dirty dishes, so you don’t have to pre-wash, saving time and water. As low as a whisper-quiet 40dB, it’s among the quietest dishwashers in its class.
- **LG Dual Zone technology** varies the water intensity in the upper and lower racks: delicate dishes in the upper rack have a softer setting while pots & pans below are washed with stronger intensity.

Citi Summer Streets takes place over three consecutive Saturdays on August 5, 12 and 19, from 7 a.m. to 1 p.m. The route starts at Lafayette and Chamber Streets by the Brooklyn Bridge, travels up Lafayette Street and Park Avenue to 72nd Street and ends at East 72nd Street and Central Park. The LG QuadWash Water Park attraction will be located on Park Avenue between 70th and 71st Streets, the northern most entrance to Citi Summer Streets. Guests who stop by will not only have a chance to cool off in a massive dishwasher themed water park, they will also be able to enjoy refreshments, musical entertainment and onsite giveaways. And the adjacent Central Park



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Rest Stop – titled “So Fresh, So Clean: LG QuadWash” will offer festival goers a chance to relax and enjoy the park from a distance.

Fans can also check-in for live updates of the action going down at the LG QuadWash Water Park by following LG’s social channels including Facebook: @LGElectronicsUSA; Twitter: @LGUS; Instagram: @LGUSA.

The ENERGY STAR® certified LG QuadWash dishwashers are rolling out this summer at retailers nationwide with four new series, totaling 14 models in different finishes (including the new smudge-resistant black stainless steel) and styles (including both front control and top control). To learn more about the LG QuadWash lineup, please visit <http://bit.ly/QuadWash>.

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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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