

FOR IMMEDIATE RELEASE

**LG BLACK FRIDAY DEALS OFFER BEST-EVER
HOLIDAY SAVINGS ON LAUNDRY AND KITCHEN APPLIANCES**

Save Up to 40% on [Industry's Most Reliable](#) Major Appliances*

ENGLEWOOD CLIFFS, N.J., Nov. 15, 2017 – Just in time for holiday entertaining, LG Electronics USA is offering American consumers unprecedented Black Friday savings now through Nov. 30 on the revolutionary [LG SideKick™](#) washing machine at a record-low price of \$249 after rebate with a qualifying purchase.** The savings don't stop there – now through Nov. 30, consumers will also find [2017 Black Friday season deals](#) of up to 40 percent across LG's extensive range of home appliances and additional \$300 rebates on four-piece kitchen appliance bundles at participating retailers.

“The holiday season is a time to celebrate family and friends, and the last thing you need is the stress of additional housework or appliances that don't deliver best in-class performance,” said Dave VanderWaal, vice president, marketing, LG Electronics USA. Putting LG's exceptional 2017 Black Friday deals into perspective, he continues, “Giving consumers time back, not just during the holidays but all year long, is what guides the innovation of our products, and we deliver again and again with the number one spot in the coveted 2017 [American Customer Satisfaction Index®](#) (ACSI)*** as well as a record-breaking seven of 11 [J.D. Power](#) customer satisfaction awards in the laundry and kitchen appliance segments.”****

LG SideKick™ Cost as Low as \$249**

The revolutionary [LG SideKick](#) pedestal washer is specifically designed to wash small laundry loads of laundry that are a big deal that just can't wait. Add LG SideKick to an LG TWINWash™ compatible washer to tackle two loads of laundry – both large and small – at the very same time. Perfect for hosts preparing for holiday home entertaining, the upper washer can

handle extra laundry needs arising from houseguests while the LG SideKick washes delicate items like heirloom table linens.

Consumers can get the LG SideKick for as low as \$249 when purchased with qualifying LG washer or dryer units and as low as \$399 after rebate when purchased separately through this promotion, allowing them to upgrade their current LG front-load washer model as far back as 2009. LG pioneered the concept of washing two loads at once with the groundbreaking LG TWINWash system featuring the LG SideKick pedestal mini-washer.

\$300 Instant Rebate on LG Kitchen Packages, Plus Savings Up to 40% off MSRP

For the 2017 Black Friday season, LG also is offering limited-time discounts on its award-winning lineup of kitchen innovations, with a \$300 savings after rebate when consumers purchase an LG four-piece kitchen bundle. This rebate is available on top of substantial savings of up to 40 percent off MSRP on LG refrigerators and LG ranges.

Featured in the promotion are ENERGY STAR® certified kitchen appliances in LG's popular [Black Stainless Steel](#) finish, which features a satin smooth and fingerprint smudge resistant surface, making it easier than ever to have a premium kitchen that is effortless to maintain.

LG InstaView™ Refrigerators with SmartThinQ™ Up to 40% off MSRP

With the unique LG InstaView feature, simply knock twice on the refrigerator door's glass panel to illuminate the interior, enabling users to see inside without opening the door. LG Door-in-Door® technology provides easier access to often-used items without opening the entire refrigerator and unrivalled organization. When unexpected guests show up, LG refrigerators enabled with [SmartThinQ™](#) can help you make extra ice in a jiffy, directly from the smartphone app or with Google Assistant voice commands.

Included in this promotion is the LG Black Stainless Steel Series [InstaView Door-in-Door Refrigerator](#), as well as other ENERGY STAR certified models in a variety of finishes and configurations.

LG ProBake Ranges with SmartThinQ Up to 42% off MSRP

Kitchen bundles also feature award-winning [LG ranges](#) with ProBake Convection® and EasyClean® technologies available at attractive savings of up to 42% off MSRP. ProBake Convection delivers optimal heat distribution that provides consistent heating on the top and bottom of every dish for even cooking on every rack, every time. EasyClean® will keep your oven sparkling via the industry's only 10-minute oven cleaning technology.***** Plus, with [LG SmartThinQ](#) technology, you can preheat the oven and check cooking time all from your smartphone.

LG QuadWash™ Dishwashers with SmartThinQ Savings Up to 30% off MSRP

When the meal is over, a mountain of dirty dishes can ruin the holiday spirit. Achieve maximum cleaning throughout the entire cycle with [LG QuadWash](#) dishwashers. With four spray arms instead of two, LG QuadWash features Multi-Motion arms that rotate back and forth while spinning. The high-pressure jets power-clean dishes from multiple angles for maximum cleaning – essentially eliminating the need to pre-wash or re-wash dirty dishes.

LG's Black Friday promotion includes a broad range of ENERGY STAR certified dishwasher models in various finishes and configurations, including the [LG QuadWash Top-Control Dishwasher](#) in smudge-resistant Black Stainless Steel.

More Savings Throughout the Home

Consumers can also score Black Friday savings on a range of other appliances for throughout the home – including [LG HOM-BOT](#) robotic vacuums, [LG PuriCare™](#) air purifiers and the [LG Styler](#) clothing care system.

LG's 2017 Black Friday appliance promotions are available through Nov. 30 at participating LG retailers nationwide. To learn more, visit www.lg.com/us/promotions.

** LG major appliances earned the highest 2017 reliability rankings in a major [U.S. consumer products publication](#). Washing machine reliability conclusions are based on breakage rate estimates for front-load and top-load washing machines by the fifth year of ownership, gathered from 33,519 consumers who purchased a new washer between 2009 and 2016. Dryer reliability conclusions are based on our failure rate estimates for clothes dryers by the 5th year of ownership, gathered from 54,690 subscribers who purchased a new dryer between 2008 and 2016.*

*** LG SideKick washer as low as \$249 with purchase of front-load washer or qualifying top-load dryer, after discounts and customer mail-in/instant rebate. Save up to \$530 off MSRP at participating retailers through Nov. 30, 2017.*

**** LG holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 and 2017 American Customer Satisfaction Index® (ACSI).*

***** LG received the highest numerical score in the respected segments of the J.D. Power 2017 Laundry and Kitchen Appliance Satisfaction Study, based on 6,241 (kitchen) and 14,745 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed February-March 2017. Your experiences may vary. Visit jdpower.com. For the full J.D. Power press release and scores, visit www.jdpower.com/industry/home-improvement.*

****** Among major leading appliance brands as surveyed in June 2017. Heavy build-up may require additional manual effort or use of the full self-clean feature.*

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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.

Media Contacts:

LG Electronics USA

Taryn Brucia
201 816 2187
taryn.brucia@lge.com



www.LG.com

Katherine O'Keefe
212 884 4026
katherine.okeefe@lg-one.com