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LG ‘B&BINGE’ CAMPAIGN OFFERS UNIQUE OPPORTUNITY TO BINGE-WATCH FROM THE WORLD OF NETFLIX SHOWS

An English Palace, Luxury Yacht and Mysterious House Set Stage for Once-In-a-Lifetime Opportunity Where Select Group of ‘Serious Watchers’ Will Get to Enjoy Their Favorite Shows on Critically-Acclaimed LG OLED 4K TV

ENGLEWOOD CLIFFS, N.J., July 16, 2018 – LG Electronics USA is giving serious TV watchers unique opportunities to watch the latest season of their favorite Netflix shows in show-themed settings. Through the LG ‘B&Binge’ contest, LG is recreating iconic locations from *Arrested Development*, *The Crown* and a surprise mystery show, and offering an unforgettable two-night stay within true-to-show atmospheres for selected winners. Each location will be outfitted with critically-acclaimed 2018 LG OLED 4K TVs providing winners with an unparalleled viewing experience.

The LG ‘B&Binge’ contest taps into a unique breed of TV watcher born in the streaming era, the “Serious Watcher,” and builds on the success of last year’s inaugural [Serious Watchers](#) campaign where LG gave fans an experience of a lifetime through surprise deliveries of LG OLED TVs by beloved Netflix Original series characters.

“TV today has become such an immersive experience. Viewers form deeply ingrained connections to the characters, settings and plots,” said Michelle Fernandez, head of home entertainment marketing, LG Electronics USA. “With this campaign, they’ll be able to see, hear and feel the same things their favorite characters encounter. Our goal is to celebrate this new form of viewership and offer Serious Watchers much more than just a front row seat by placing them in the center of the action.”

The LG ‘B&Binge’ settings and experiences will be outfitted with Easter eggs (hidden show references) and memorabilia to authentically bring each show to life for the most serious watchers.

Arrested Development: Live like a Bluth aboard a yacht inspired by the *Lucille*, the Bluth's infamous yacht. Whereas Gob previously sunk the *Lucille* as part of one of his "illusions," this yacht is above water and safely anchored at the Marina in Los Angeles. Never nudes welcome.

The Crown: Relive the royal drama from a palace in Yorkshire, England fit for a Queen or King. Royals know no needs and neither shall you; a butler will be there to attend to your needs. There will be royal garb fittings, royal etiquette boot camp, and afternoon tea shall be served promptly at 3 o'clock.

Mystery Binge: This final location will involve a full sensory experience and is not for the faint of heart. Located in the depths of New England, winners will leave questioning if only seeing is believing.

Participants can go to LGUSA.com/LGBinge to enter the contest by detailing what makes them the ultimate fan and why they deserve to win the LG 'B&Binge' viewing experience for their favorite show.

Entries will be judged based on passion, originality, and execution. Two grand prize winners will be selected for each one-of-a-kind opportunity and each winner will be able to bring a guest. The contests for each location will take place as follows:

- **Arrested Development Experience:** The entry period begins at 9:00 a.m. ET on July 16 and ends at 11:59 p.m. ET on Aug. 12. Winners will be announced on or around Aug. 24.
- **The Crown Experience:** The entry period begins at 9:00 a.m. ET on July 16 and ends at 11:59 p.m. ET on Aug. 26. Winners will be announced on or around Sept. 7.
- **Mystery Experience:** The entry period begins at 9:00 a.m. ET on July 16 and ends at 11:59 p.m. ET on Sept. 27. Winners will be announced on or around Oct. 12.

As the OLED TV pioneer, LG offers the industry's widest OLED TV selection with 10 critically-acclaimed, category-leading 4K UHD models featuring proprietary LG OLED

technology, which delivers perfect black levels, infinite contrast and over one billion rich colors, bringing images to life like never before. LG OLED TVs (and the renowned LG SUPER UHD TVs) come equipped with LG's advanced ThinQ AI and third-party AI capabilities for enhanced connectivity and convenience, as well as advanced new processors that sharpen details and imagery.

For more information about the LG 'B&Binge' contest, please visit [LGUSA.com/LGBinge](https://www.lgusa.com/LGBinge).

To learn more about LG's award-winning lineup of LG OLED and LG SUPER UHD TVs, please visit [lg.com/us/experience-tvs/premium-tvs](https://www.lg.com/us/experience-tvs/premium-tvs).

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