



## **FOR IMMEDIATE RELEASE**

### **LG ELECTRONICS REFRIGERATOR PROMOTION ENCOURAGES AMERICANS TO ‘FLIP YOUR FRIDGE’**

*LG Offers Discounts on ENERGY STAR® Certified Refrigerators  
Through National and Regional Retail Partners*

**ENGLEWOOD CLIFFS, N.J., May 19, 2016** – ENERGY STAR Partner of the Year LG Electronics USA is encouraging consumers to “Flip Your Fridge” in a nationwide retail promotion that offers attractive discounts on ENERGY STAR certified LG refrigerators.

The promotion coincides with the U.S. Environmental Protection Agency’s Flip Your Fridge campaign ([www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge)), which runs through Memorial Day. Flip Your Fridge encourages consumers to responsibly recycle their old energy-wasting refrigerator and upgrade to a new ENERGY STAR certified model.

Through June 8, participating LG retailers are offering discounts – up to 25 percent off, some as much as \$1,000 in savings – on more than 50 eligible ENERGY STAR certified LG refrigerator models. Through June 14, LG also is offering a special kitchen “bundle” offer for an LG Visa® prepaid card worth up to \$400 when consumers purchase four LG kitchen major appliances (including an ENERGY STAR fridge) at the same time from participating retailers.

“Flipping your fridge can have a positive impact on your pocketbook and the environment,” said John Riddle, Senior Vice President, Home Appliance Sales, LG Electronics USA. “With these spring promotions from LG, there’s never been a better time for consumers to upgrade to an ENERGY STAR certified refrigerator and responsibly recycle their old one.”



Participating national retailers include Best Buy, The Home Depot, Lowes, Sears and others, while participating regional dealers include Abt, Conn's, Brandsmart and RC Willey, to name a few. Many retailers will haul away and recycle old refrigerators.

In addition to these promotions, electric utilities in many states offer consumer rebates for purchasing LG ENERGY STAR refrigerators. Some offer incentives for recycling old refrigerators. ([www.energystar.gov/rebate-finder](http://www.energystar.gov/rebate-finder))

Examples of LG ENERGY STAR refrigerator discounts: \$978 off for French Door 4-Door model LMXS30776D with LG's popular Door-in-Door™ feature, \$845 off for French Door 3-Door model LFXS30726S, \$733 off for counter-depth French Door 3-Door model LFXC24726S, and \$122 off for side-by-side model LSXS26386S.

Using these same stainless steel models as examples, additional savings from the kitchen bundle promotion include a mail-in-rebate of \$200 for the side-by-side model, \$300 for the 3-door model, \$400 for the counter-depth model and \$400 for the 4-door Door-in-Door model (with combined purchase of a refrigerator and dishwasher, plus a range or wall oven and an over-the-range microwave oven or cooktop).

According to the EPA, if all refrigerators 15 years or older in the United States were replaced with ENERGY STAR certified refrigerators, Americans would save more than \$1 billion in annual energy costs and prevent more than 13 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from more than a million vehicles.

LG helped the EPA launch the 2016 ENERGY STAR Flip Your Fridge promotion on Earth Day on the popular Emmy-Award-winning [Rachael Ray Show](#).



To learn more about how consumers can benefit from Flipping Your Fridge today, visit [www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge). For more information about LG Flip Your Fridge refrigerator promotions, visit [www.lg.com/us/promotions/home-appliance-deals](http://www.lg.com/us/promotions/home-appliance-deals).

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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 \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year-Sustained Excellence, 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](http://www.LG.com).

**About ENERGY STAR**

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$362 billion on utility bills, while reducing greenhouse gas emissions by more than 2.4 billion metric tons since 1992. Join the millions who are already making a difference at [energystar.gov](http://energystar.gov).

*Media Contact:*

**LG Electronics USA**

John Taylor  
202 719 3490  
[john.taylor@lge.com](mailto:john.taylor@lge.com)

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