

LG BUILDS ON SUCCESS OF AWARD-WINNING INSTAVIEW TECHNOLOGY WITH EXPANDED 2017 REFRIGERATOR LINEUP

*Advanced Technology Changes the Way Consumers ‘View’ Food;
Knock Twice to Illuminate Panel and See Inside without Opening Doors*



ORLANDO, Jan. 9, 2017 – Leading home appliance manufacturer LG Electronics is significantly expanding the number of refrigerators in 2017 outfitted with the popular InstaView™ feature that allows users to knock twice to illuminate its glass panel and see inside the refrigerator without opening the door. This year, 13 LG refrigerators – available in various sizes, finishes and configurations and starting at \$2,199 – will offer InstaView, the next generation of LG’s award-winning Door-in-Door® technology, providing flexibility so consumers can enjoy this new technology in the configuration and style that meets their needs.

In addition to InstaView, these models incorporate advanced technologies designed for easier access and extending food freshness. LG’s Door-in-Door technology serves as the foundation for the InstaView panel and allows users to access often-used items without having to open the entire refrigerator. Simply push a button on the door to release the magnetic seal and access the compartment. The refrigerator’s ColdSaver™ Panel, a barrier between the interior compartment

and the rest of the refrigerator, reduces cold air loss and helps keep food fresh.

Demonstrated here this week at the Kitchen and Bath Industry Show (LG Booth #W329), select new refrigerator models with InstaView also feature LG's black stainless steel finish, which enhances the most beautifully crafted kitchens with a modern update to traditional stainless steel. It features a timeless aesthetic that seamlessly complements a range of infinite kitchen design styles and colors. The warm, satin-smooth and sophisticated finish is also fingerprint- and smudge-resistant which wipes clean with a soft, dry cloth, making it easier than ever to have a premium kitchen that is effortless to maintain.

“In the few short months since LG launched InstaView into the U.S. market, this unique feature piqued the interest of many who are interested in ‘seeing’ their food in a new way,” said David VanderWaal, vice president of marketing for LG Electronics USA. “This year, consumers will have even more choices of refrigerators that feature our most impressive new technology at various price points, proving that with LG there’s no need to compromise functionality for style.”

With LG's lineup expanding to 13 InstaView refrigerators this year, consumers can select the model that is best suited to their lifestyle and family needs based on configuration, style and finish across a variety of price points, ensuring there is a model for everyone.

Available Now:

- **LG SIGNATURE LUPXS3186N** 31-cubic-foot standard-depth 4-door refrigerator: \$8,499
- **LG SIGNATURE LUPXC2386N** 23-cubic-foot counter-depth 4-door refrigerator: \$8,499
- **LG STUDIO LSFXC2496D** 24-cubic-foot black stainless steel counter-depth 3-door refrigerator: \$4,399
- **LG LMXS30796D** 30-cubic-foot black stainless steel standard-depth 4-door refrigerator: \$4,499
- **LG LFXS30796D** 30-cubic-foot black stainless steel standard-depth 3-door refrigerator: \$4,299
- **LG LFXC24796D** 24-cubic-foot black stainless steel counter-depth 3-door refrigerator: \$4,299
- **LG LMXC23796D** 23-cubic-foot black stainless steel counter-depth 4-door refrigerator: \$4,599

Coming in 2017:

- **LG LMXC23796S** 23-cubic-foot 4-door refrigerator: \$4,399
- **LG LMXS30796S** 30-cubic-foot 4-door refrigerator: \$4,299
- **LG LFXS30796S** 30-cubic-foot 3-door refrigerator: \$4,099
- **LG LFXC24796S** 24-cubic-foot 3-door refrigerator: \$4,099
- **LG LSXS22396S** 22-cubic-foot counter-depth side-by-side refrigerator: \$2,299**
- **LG LSXS26396S** 26-cubic-foot standard-depth side-by-side refrigerator: \$2,199**

Leading the lineup are two InstaView refrigerator models in the premium LG SIGNATURE brand line, which combines the best of LG's cutting-edge technology and world-class design with exquisite attention to detail. They incorporate LG SIGNATURE's exclusive Auto Open Door™ technology that allows users to open the fridge with a swipe of the foot in front of a sensor on the bottom of the refrigerator door. Designed for the most discerning consumers, these 31-cubic-foot refrigerators boast a full stainless steel interior as well as exterior.

Another noteworthy new model is the LG Smart InstaView refrigerator that's embedded with an array of convenient features provided by Amazon's Alexa Voice Service. It gives users access to an intelligent personal assistant that, in addition to searching recipes, can play music, place Prime-eligible orders from Amazon.com including groceries, add items to a shopping list and more, via voice commands. Featuring LG's webOS smart platform, consumers can also explore a host of WiFi-enabled features directly on the refrigerator, from a library of Food Network recipes to tracking expiration dates – creating a streamlined and powerful food management system all accessible on the 29-inch touch-screen on the front of the fridge door.

Nearly all LG InstaView Door-in-Door Refrigerators are ENERGY STAR® certified, meaning they are 20 percent more efficient than the federal minimum energy standard.

To learn more about the LG InstaView technology and how to see food differently, please visit lg.com/us/discover/instaview-door-in-door.



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**Wireless Internet connection & certain subscriptions required and sold separately.*

*** Energy Star certification pending.*

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, 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:

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

Christopher Krautler
212 880 5252
christopher.krautler@lg-one.com