



LG'S NEW REFRIGERATORS CHANGE THE WAY CONSUMERS 'VIEW' THEIR FOOD

*New InstaView™ Technology Illuminates Panel to View Inside without Opening Door,
Reducing Cold Air Loss and Preserving Food Freshness*

ENGLEWOOD CLIFFS, N.J., Aug. 23, 2016 – Leading home appliance manufacturer LG Electronics is building on its success in the refrigerator category with the much-anticipated launch of new models with the InstaView™ feature, representing the next generation LG's award-winning Door-in-Door® refrigerator technology.

Four new LG refrigerators with InstaView technology boast a sleek glass panel that illuminates with two quick knocks, allowing users to view inside without opening the door. And LG's Door-in-Door technology allows users to access often-used items without having to open the entire refrigerator. 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.

These new LG refrigerators enhance the most beautifully crafted kitchens with LG's black stainless finish, an evolution of traditional stainless steel, which has become a mainstay in American kitchens. The modern update features a timeless aesthetic that seamlessly complements a range of infinite kitchen design styles and colors. Its warm, satin-smooth and sophisticated finish is also fingerprint and smudge resistant, making it easier than ever to have a premium kitchen that is effortless to maintain.

“We've been impressed with the consumer interest for years in the Door-In-Door feature pioneered by LG, and now we're taking this innovation to new heights with the introduction of InstaView, providing users with greater convenience than ever before,” said David VanderWaal, vice president of marketing for LG Electronics USA. “Consumers can now make decisions at the refrigerator without having to open the door. With two simple knocks, contents of the refrigerator are illuminated and can be easily seen.”



LG's new InstaView Door-in-Door French Door ENERGY STAR® certified refrigerators will be available starting in September through select U.S. retailers nationwide at the following manufacturer's suggested retail prices:

- **LG LFXS30796D 30-cubic-foot standard-depth 3-door refrigerator: \$4,299**
- **LG LFXC24796D 24-cubic-foot counter-depth 3-door refrigerator: \$4,299**
- **LG LMXS30796D 30-cubic-foot standard-depth 4-door refrigerator: \$4,499**
- **LG LMXC23796D 23-cubic-foot counter-depth 4-door refrigerator: \$4,599**

Models LFXS30796D, LFXC24796D and LG LMXS30796D are ENERGY STAR® certified.

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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, 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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