

Joseph Gordon-Levitt, HITRECORD and LG Reunite to Make ‘Everyday, Spectacular’

ENGLEWOOD CLIFFS N.J., Aug. 5, 2016 – LG Electronics MobileComm U.S.A. (LG) announced that it is again joining forces with actor, writer and director, Joseph Gordon-Levitt and his Emmy Award-winning production company, HITRECORD. Building on the momentum created last fall with the unforgettable *In-Between Moments* campaign – which saw people around the world humming along with Gordon-Levitt – HITRECORD and LG will be developing new creative for the forthcoming launch of the LG V20.

HITRECORD is an online collaborative production company, founded and directed by Gordon-Levitt. The company developed a television commercial for LG’s V10 smartphone and has also created short films, published books, released records, and produced two seasons of *Hit Record on TV with Joseph Gordon-Levitt*, a unique take on the half-hour variety show format.

“Last year we partnered with LG to make HITRECORD’s first ever TV commercial and we’re very proud of what we made together,” said Gordon-Levitt. “This time we want to tell an even larger story, focusing on the big moments that happen every day – moments that other people are meant to see and hear – moments that happen without warning and catch you off guard. These are the moments that make up the *Everyday, Spectacular*.”

As always, the LG and HITRECORD project is open to everyone, whether they are an industry professional or an amateur artist with something to share. Through a series of creative challenges, anyone can contribute to, and influence, the final production.

“At LG, our products empower everyone to be great visual storytellers, just like Joseph and his HITRECORD platform empower artists to come together to create great art” said Chang Ma, President of LG Electronics Mobile USA and Head of North America Mobile Business, LG Electronics MobileComm U.S.A., Inc. “We already saw an example of what can happen when you put LG innovation into the hands of HITRECORD’s talented community – and now we are excited about what our next generation smartphones will help inspire.”



The ‘Everyday, Spectacular’ project kicks off this week on HITRECORD and to learn more, please visit: lgusa.com/hitRECORD

###

About LG Electronics MobileComm USA, Inc.

LG Electronics MobileComm, based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics, Inc. a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products — including the flagship premium G Series models — incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

Media Contacts

LG Electronics MobileComm USA
Frank Lee
908-312-3233
franc.lee@lge.com

LG-One
Asif Husain
212-880-5273
asif.husain@lg-one.com