



LG ELECTRONICS' NEW PURICARE LINE OF AIR PURIFIERS AND DEHUMIDIFIERS HELPS CONSUMERS TO 'BREATHE EASY'

*Home Appliance Leader Breaks into Air Purifier Category,
Radically Improving Indoor Air Quality Across America*

LG PuriCare™
Air Purifier



ENGLEWOOD CLIFFS, N.J., Nov. 29, 2016 – LG Electronics USA today launched the LG PuriCare™ line, an advanced collection of air care solutions featuring new air purifiers and dehumidifiers.

Indoor air pollution is among the top five environmental health risks, [according to the U.S. Environmental Protection Agency](#). With LG PuriCare, LG is now making it possible for consumers to clean and deodorize the air they breathe while maintaining and enhancing the interior aesthetics of their homes with sophisticated designs. The new line is rolling out now at retailers nationwide.

The LG PuriCare line marks the company's introduction into the consumer air purifier market, featuring three models that reduce air-bound allergens by using highly effective filtration systems – providing much-needed relief to asthma and allergy sufferers alike. The LG PuriCare line also includes an energy-efficient dehumidifier that boasts



impressive performance by quietly, safely and effectively removing excess moisture from the air.

“LG knows that families across America are becoming more sophisticated and proactive about how they approach health, and they’re looking for technologies that move beyond eating better and exercising smarter,” said David VanderWaal, vice president of marketing for LG Electronics USA. “Our new LG PuriCare line joins other innovations – like our allergen-reducing laundry systems and vacuums – in showing how LG is creating an entire ecosystem of products that help families live a healthier life through virtually every touch-point in the home, including the air they breathe. That’s what we call Innovation for a Better Life.”

No-Effort Air Care

LG PuriCare air purifiers give air in any room in the house a thorough cleaning, automatically detecting airborne contaminants and reducing smoke, pollen, and other air pollutants. Operating as quietly as 20 decibels, each model features a highly effective three-stage filtration system: a washable pre-filter, the PuriCare micro particle filter, plus a deodorizing filter to reduce unpleasant smells, and volatile organic compounds like formaldehyde.

In Auto Mode, the air purifiers’ intelligent fan setting adjusts its operation based on the current air quality to ensure cleaner air, while extending filter life and helping save energy. Representing a new category for LG on the U.S. EPA’s ENERGY STAR® qualified products list, they also are certified by the Association of Home Appliance Manufacturers (AHAM) for their ability to clean tobacco smoke, dust, and pollen from a room and Intertek for quality and safety – with additional certifications from the California Air Resource Board and UL Listed.

Air Quality You Can See

LG PuriCare air purifiers feature LG Smart Lighting, a lighting system that delivers real-time reading of indoor particulate levels in the home. The Smart Indicator emits



colors based on detected indoor pollution levels nearby, letting consumers instantly check air quality, even at a distance. The Indicator also notifies the user when a new filter is needed.

An “Air” of Sophistication

Simply beautiful on the outside, packed with state-of-the-art innovation on the inside, LG PuriCare air purifiers feature sleek, advanced designs for powerful filtration – giving consumers room to breathe. The winner of international design awards, the stylish LG PuriCare air purifiers blend in elegantly with even the most refined décor as they deliver increased comfort and health benefits. The LG PuriCare air purifiers’ design takes up minimal space, making them a seamless fit for virtually any home and lifestyle.

The new LG PuriCare line includes three air purifiers and one dehumidifier:

- **Air Purifier Tower - Model AS401WWA (\$499*):** LG PuriCare’s Air Purifier Tower is a fresh take on the traditional tower-style air purifier. It can operate as quietly as 20 decibels in low mode and features a highly effective three-stage filtration system: a washable pre-filter, the PuriCare micro particle filter, plus a deodorizing filter to reduce unpleasant smells and volatile organic compounds like formaldehyde. The convenient top-mounted display panel features a smart color-coded air-quality indicator so consumers can easily and accurately analyze the quality of their air while adding a fresh and modern aesthetic to the room. Plus, the small footprint assures it fits into any sized living space, large or small – making fresh air more accessible than ever.
- **Air Purifier Round Console - Models AS401VSA0 and AS401VGA1 (\$349*):** LG PuriCare’s Air Purifier Round Console, offered in both brushed silver and gold, is elegant, sleek and powerful – offering excellent filtration with a stunningly unique round design that fits beautifully in any space. The purifier automatically detects airborne contaminants of 1.0 micron and smaller, and the three-stage PuriCare filtration captures airborne particles as small as .03um.



Simple color-coded lights indicate current air quality and the smart inverter motor auto-adjusts fan speed appropriately, all with quiet LoDecibel™ operation.

- **Dehumidifier - Model UD701KOG3 (\$299*):** An array of advanced features makes operation of the new LG PuriCare Dehumidifier as simple as it is safe, effective and energy-efficient. Handling an impressive performance of 70 pints-per-day, this dehumidifier is easy to move and easy to empty, with a convenient full-bucket indicator. Safety features include the automatic restart feature after a power failure and an airflow blockage alarm, and internal components that are made of thermally resistant materials, such as glass, wool, and silicon housed in a steel structure. It also features top-mounted touchpad controls, including a child safety lock, for added security. The new dehumidifier's ENERGY STAR® certification underscores its efficiency, saving consumers energy and money.

The introduction of the LG PuriCare line comes on the heels of the October announcement of the **LG SIGNATURE Air Purifier**, coming to the U.S. market soon. For more information on the new LG PuriCare line, please visit www.lg.com/us/air-care-solutions.

(* Manufacturer's Suggested Retail Price)

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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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