

LG DEBUTS EXPANDED NATE BERKUS-INSPIRED LG STUDIO 2017 APPLIANCE PORTFOLIO

*‘LG STUDIO Inspiration Kitchen with Nate Berkus’
Invites KBIS Attendees to Explore the World of Modern Kitchen Design*



ORLANDO, Jan. 10, 2017 – LG STUDIO® appliances, LG Electronics’ high-end line of built-in kitchen appliances designed with Artistic Advisor Nate Berkus, today expanded its portfolio for 2017 to include range hoods and induction cooktops along with additional refrigerator models.

The new range hoods complement the broad lineup of LG STUDIO appliances on display this week at the 2017 Kitchen and Bath Industry Show (KBIS), Jan. 10-12, in Orlando. Attendees also have the opportunity to see LG STUDIO and Berkus’ inspiration for modern kitchen design come to life in the “LG STUDIO Inspiration Kitchen” on-site at the show.

The entire LG STUDIO appliances line has been designed in partnership with renowned designer Berkus, who has spent the last three years working closely with LG’s design team to ensure the appliances blend best-in-class innovation with sophisticated timeless styling. His design influence can be felt in the distinctive styling of the appliances that incorporate pro-style design with innovative features inside and out, such as its flat-door design, sleek control panels, robust knobs, beautiful and functional LED task lighting and sleek wave handles. In late 2016, Berkus

also helped to launch the first LG STUDIO Black Stainless Steel series, an exciting advancement in the evolution of traditional stainless steel, pioneered by LG.

“I’ve been designing interiors for more than 20 years and when it comes to the kitchen, people consistently want beautifully designed things that are also incredibly hardworking,” said Berkus. “LG STUDIO is all about innovative, pro-style features and the new LG STUDIO appliances are the latest representation of the very best in timeless design and technological ingenuity, elevating the look and performance of any kitchen.”

New Innovations Create a Robust Built-In Appliance Portfolio

The introduction of the new LG STUDIO range hoods and induction cooktops mark another significant milestone in the expansion of the LG STUDIO portfolio, further diversifying the range of kitchen appliances best known for its premium built-in and freestanding refrigerators, slide-in ranges, built-in wall ovens, cooktops, dishwashers and microwave ovens.

Both the range hoods and induction cooktop are available in two sizes (30- and 36-inch), giving consumers options to meet their exact specifications. The hoods will be available in both Black Stainless Steel and traditional Stainless Steel to suit a range of kitchen and cabinet styles. The new induction cooktops combine Berkus’ timeless design inspiration with advanced LG cooking technology that brings a new level of performance, convenience and sophistication beneath the matching new hood.

The new induction cooktop and hood innovations come on the heels of Berkus’ debut of LG STUDIO’s counter-depth Black Stainless Steel Refrigerator incorporating LG’s InstaView™ technology, which includes a mirrored glass panel that illuminates with two quick knocks, allowing users to see inside without opening the door. InstaView represents the next generation of LG’s award winning Door-in-Door® refrigerator technology that allows users to access often-used items without having to open the entire refrigerator.

Satin-Smooth Sophisticated Finish Elevates High-End Kitchen Design

In addition to the elegant new range hood, the 2017 LG STUDIO Black Stainless Steel series includes a 3-door refrigerator, dishwasher, microwave oven and gas- and electric-ranges. The LG-pioneered Black Stainless Steel finish elevates the traditional stainless steel look that has become the standard in today's homes with a satin-smooth, warm and sophisticated finish unlike any other. Deep yet brilliantly appealing, LG's Black Stainless Steel is a timeless expression that pairs beautifully with any style or color of surrounding cabinetry. It is also coated with a special material making it fingerprint- and smudge-resistant, requiring only a dry cloth to return it to its original luster.

'LG STUDIO Inspiration Kitchen' Explores Modern Kitchen Design

To celebrate the expanded LG STUDIO appliance line, KBIS show attendees will have the opportunity to experience the interactive "LG STUDIO Inspiration Kitchen." The inspiration kitchen, the centerpiece of LG's KBIS booth, serves as a destination for attendees to explore Berkus' world of modern kitchen design.

Attendees will have the opportunity to draw inspiration for their own dream kitchen and experience how LG STUDIO kitchen appliances are the cornerstone for today's sophisticated, hard-working kitchen. They'll also have a chance to bring their inspiration to life using the [LG STUDIO Virtual Designer](#) tool, which is available in the booth and on the LG STUDIO website. The LG STUDIO Virtual Designer lets users experiment with different styles and appliance combinations to create their perfect kitchen – exploring how LG STUDIO built-in and freestanding appliances can be seamlessly integrated into everything from classic to contemporary to modern kitchen designs.

"LG is constantly pushing boundaries to develop products that inspire homeowners through both technology and design, and LG STUDIO appliances represent cutting-edge innovations paired with expert styling designed by Nate Berkus himself," said David VanderWaal, vice president of marketing, LG Electronics USA. "Today's design-focused consumers now have even more options, and they'll find that LG STUDIO appliances will deliver day in and day out in the most personal and hardest-working room in the house."

Joining the range hoods and induction cooktops in 2017 will be an expanded line of LG STUDIO refrigerators with Black Stainless Steel and traditional Stainless Steel finishes, including new InstaView models, as well as a newly styled LG STUDIO Black Stainless microwave oven. New LG STUDIO appliances in 2017 include:

- LG STUDIO 36- and 30-inch Black Stainless Steel Range Hood Wall Mount (Model LSHD309BD/LSHD369BD): \$999/\$899
- LG STUDIO 30- and 36-inch Stainless Steel Induction Cooktops (Models LSCI309ST and LSCI369ST, respectively) \$1,999/2,499
- LG STUDIO 42-inch Black Stainless Steel Side-by-Side Refrigerator (Model LSSB2696BD): \$9,499
- LG STUDIO Stainless Steel Three-Door InstaView™ Refrigerator with Door-in-Door® (Model LSFXC2496S): \$4,199
- LG STUDIO Black Stainless Steel Three-Door Refrigerator (Model LSFXC2476D): \$4,099
- LG STUDIO Black Stainless Steel Microwave Oven (model LSRM2010BD): \$219

For more information on LG's presence at KBIS and for details on the LG STUDIO appliances, please visit www.lgstudio.com.

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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.

About Nate Berkus

Since designer Nate Berkus established his award-winning interior design firm at the age of 24, his approachable and elevated philosophy has transformed countless homes around the world through his design work, home collections, books, television shows and media appearances. Ever since Berkus' first appearance on The Oprah Winfrey Show in 2002, he has become one of the world's most recognizable interior designers. His work has been featured in publications including Architectural Digest, House Beautiful, VOGUE, InStyle, O Magazine, People and ELLE DÉCOR, which included him on their "A-List" of the world's top designers. In addition to his role as Artistic Advisor for the LG STUDIO line of premium built-in kitchen appliances, his popular product lines include a home collection sold at Target and a fabric line at JoAnn Fabric & Craft Stores. He has authored two New York Times bestselling books, and in 2011, he served as Executive Producer of the Oscar winning film, The Help. Audiences



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followed Berkus through his own television shows, the daily-syndicated The Nate Berkus Show and 2014's American Dream Builders (NBC). Berkus's new show, Married to Design, will air in spring 2017 on TLC. To learn more about Nate Berkus, please visit www.nateberkus.com.

Media Contacts:

LG Electronics USA
Taryn Brucia
201 816 2187
Taryn.Brucia@lge.com

Katy Donnelly
704 846 1864
Katy.Donnelly@lg-one.com