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LG TEAMS UP WITH ‘BILLIONS’ STAR MALIN AKERMAN TO SWEAT IT OUT IN STYLE AT LG SIDEKICK FITNESS EVENT

Akerman Spotlights How LG SideKick Pedestal Washer Keeps Today’s Fitness Enthusiasts Fashion-Forward, at the Gym and Beyond

NEW YORK, June 30, 2016 – Actress, fitness maven and busy mom Malin Akerman joined LG Electronics USA to showcase a new laundry revolution that fitness fashionistas everywhere are rejoicing over – the new LG SideKick™ pedestal washer, part of the LG TWINWash™ system. LG SideKick is the industry-first “mini” washing machine that can be placed under the main LG front-load washer, in the footprint of a traditional laundry pedestal.

“We understand that even small loads of laundry are a big deal to today’s busy families,” said David VanderWaal, vice president of marketing, LG Electronics USA. “The LG SideKick allows them to wash their everyday favorites - their go-to yoga pants or their kids’ soccer uniforms - as well as their delicates or other special-care items, on their terms, without having to wait for laundry day.”

Spotlighting the intersection of fitness and fashion, Akerman hosted VIP guests and influencers in New York City to show off the latest trends in the booming active wear market. And, to help show consumers how to look, feel and smell their best every time they hit the yoga mat, hiking trail or spin bike, she demonstrated the unique features of LG SideKick.

Akerman, star of Showtime’s hit “Billions,” put this idea in motion – literally – as she co-led a spin class with Cyc Fitness founder Keoni Hudoba, motivating guests to sweat it out in LG style while learning about the proprietary technology behind this new laundry innovation. Guests also enjoyed an assortment of healthy treats, smoothies and juic-



es to help them power through and recover from their workout – just in time for the Fourth of July weekend.

“As a mother, fitness junkie and busy actor, LG SideKick pedestal washer is a life saver,” said Akerman, 36. “Now, I can quickly and easily wash my son’s favorite whale shirt that he literally wears every day, my go-to yoga pants that keep me grounded and our bathing suits between beachside visits during the summer – all without waiting for big laundry loads to pile up or wasting energy and water. As a busy mom and an environmentalist, these are major priorities in my life.”

Compatible with any LG front-load washer manufactured from as far back as 2009, LG SideKick offers six distinct wash cycles, including a special setting for active wear. Despite its compact size, the LG SideKick can wash approximately three to four pounds of laundry per cycle with its one cubic foot of capacity, and operate independently from or simultaneously with an LG front-load washer.

Complementing the LG event, Akerman is starring in a new LG fitness and fashion video series, highlighting easy ways to turn a gym look into a brunch look and how to maximize your fitness wardrobe on a budget, and more.

To learn more about LG’s TWINWash promotion and the technology behind washing small loads that are a big deal, please visit LGSideKick.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 \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, 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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