

## LG ELECTRONICS DEBUTS FLAGSHIP PRODUCTS OF NEW ULTRA-PREMIUM BRAND, LG SIGNATURE

*LG SIGNATURE Combines Best of LG's Cutting-edge Technology, World-class Design with Exquisite Attention to Detail for Today's Most Discerning Consumers*



**NEW YORK, Oct. 5, 2016** – LG Electronics' (LG) today introduced the first four product lines in the LG SIGNATURE brand lineup for U.S. consumers, ranging from an unrivalled OLED television, a sleek Black Stainless Steel Washer, a modern Door-in-Door® Refrigerator, and an intuitive Air Purifier. The LG SIGNATURE brand line combines the best of LG's cutting-edge technology and world-class design with exquisite attention to detail for today's most discerning consumers.

“LG SIGNATURE is designed to provide a state-of-the-art living experience that feels pure, sophisticated and luxurious. The distinctive new LG SIGNATURE products were designed with their true *essence* in mind – streamlined to focus on each product's essential function while maintaining the LG SIGNATURE's modern, signature design,” said David VanderWaal, vice president of marketing, LG Electronics USA.

The **LG SIGNATURE OLED TV** (model OLED77G6P) is the flagship of the rapidly expanding LG OLED TV portfolio. The LG SIGNATURE OLED TV produces the most lifelike images of any television with perfect black, improved brightness and an

expanded color gamut – delivering what experts have hailed as the “best TV ever” thanks to its revolutionary picture quality. The LG SIGNATURE OLED TV’s “Picture-On-Glass” form sets new benchmarks in aesthetic design with an exceptionally thin depth, a translucent glass back and powerful, forward-facing sound bar that doubles as a unique stand. Available in 77- and 65-inch class sizes, the LG SIGNATURE OLED TV measures a never-before-achieved 2.57 millimeters, the thinness of just four stacked credit cards.

LG OLED TVs provide an unrivalled HDR experience with images that look more real, with more perceived depth and crisper, more vibrant colors. By starting from perfect black – which only OLED can achieve thanks to its emissive quality – LG OLED TVs are able to produce the required light ranges for HDR at a lower peak brightness, resulting in an exceptional, comfortable HDR viewing experience. In addition to including open-format HDR10, every 2016 LG OLED TV features Dolby Vision™ technology for an enhanced HDR experience. The 65-inch class (64.X inches measured diagonally) LG SIGNATURE OLED65G6P is available now for \$7,999. The 77-inch class (76.x inches diagonal) LG SIGNATURE OLED77G6P is currently available for pre-order and will be available starting later this month for a suggested price of \$19,999.

The **LG SIGNATURE Refrigerator** (model LUPXS3186N) takes LG’s award-winning Door-in-Door® design two steps further by adding the ground-breaking InstaView™ feature – a sleek glass panel that illuminates and turns the opaque Door-in-Door compartment transparent with two simple knocks, inviting users to peek inside without letting the cold air out. This unique new refrigerator also incorporates LG SIGNATURE’s exclusive Auto Open Door™ technology that allows users to open the fridge with a swipe of the foot in front of a sensor on the bottom of the refrigerator. This ENERGY STAR® certified model also features a Wi-Fi Eclipse Display inside the door that allows users to easily control and monitor temperature and energy usage, helping maintain optimal cooling to help save energy. It offers 31 cubic feet of capacity and boasts a full stainless steel body (also incorporated in the interior) with a scratch-resistant textured finish that makes for an impeccable exterior design, enhancing its minimalist



style to the fullest. (The LG SIGNATURE Refrigerator is available now at a suggested price of \$8,499).

The 29-inch **LG SIGNATURE Washer** (model WM9500HKA) takes laundry innovation and design to a whole new level with technology designed to help make washing clothes easier than ever before. This mega-capacity front-load washer boasts 5.8 cubic feet of capacity, making it the largest in its class, and features LG's enhanced TurboWash® technology with powerful high-pressure nozzles that save up to 30 minutes per load.\*\*

This LG SIGNATURE washer incorporates the distinctive new Full Touch On-Door Panel® which is touch-enabled and embedded in the glass door for a seamless and sophisticated look. This ENERGY STAR certified washer is compatible with the LG SideKick™ pedestal washer that serves as an additional washing machine in the footprint of a laundry pedestal, allowing users to wash two loads at the same time – perfect for small, custom-care laundry loads. What's more, the deep LG Signature Black Stainless Steel finish has the classic appeal of traditional stainless, but with a contemporary character. Its satin-smooth, warm exterior is also fingerprint and smudge resistant. (Available now, \$1,999).

The 24-inch **LG SIGNATURE Combo TWIN Wash System** (LUWM101HWA) will be available for U.S. consumers in Q1 2017. Available in sleek white, the unique model serves as both a washer and dryer, ideal for luxury condos where space is a premium. This powerful yet efficient vent-less is powered by LG's Inverter HeatPump, which uses half the electricity of conventional dryers. The all-in-one unit is loaded with LG SmartThinQ™ smart connectivity features, meaning that consumers can receive smartphone notifications when the detergent tank is empty, download the specialized wash cycles, save frequently used wash cycles and track the amount of water and electricity used. This LG SIGNATURE washer also features a unique "Centum" Fixed Tub suspension system, similar to those found in today's luxury automobiles, greatly reducing noise levels and vibration. (Available Q1 2017, \$3,699).



**The LG SIGNATURE Air Purifier** (model AM501YWM1) humidifies the air and eliminates particles within an impressive 300 square foot radius with an innovative, semi-permanent filter system that can be washed and reused for up to 10 years. Through the Smart LED Indicator, the LG SIGNATURE air purifier allows you to see your air being cleaned through the transparent cover. As the indoor air quality improves, the display changes from red to blue. (Available in late 2016, \$1,699).

### **LG SIGNATURE CONCIERGE: A New Level of Personalized Service**

As an exclusive benefit to LG SIGNATURE owners that register their product, LG Electronics USA is launching “LG SIGNATURE CONCIERGE” – a 24/7 VIP-level service providing one-on-one customer support. LG SIGNATURE CONCIERGE includes a welcome package, a personalized call to explain program benefits, remote service, priority dispatch, and windowless technician arrival which pinpoints the arrival time to minimize the customer’s wait time. In addition, upon registration of their products, LG SIGNATURE CONCIERGE members will receive a welcome gift including an LG G Pad Tablet and future access to special invitations.

For more information on the LG SIGNATURE brand and its cutting-edge products, please visit <http://www.lgsignature.com/>.

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\*Requires legal disclaimer to support claim

\*\* Compared to an LG front load washer without TurboWash. Based on AHAM-HLW-1-2010 test protocol. Cotton / Normal or comparable cycle at default settings, 8 lb. loads. Excludes quick wash or comparable cycles intended for small, lightly soiled loads only.

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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 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



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