

FOR IMMEDIATE RELEASE

LG UPGRADES ITS ‘ULTIMATE LAUNDRY ROOM’ WITH SMART

*New LG Styler with SmartThinQ Joins LG’s #1 Ranked Smart Washers & Dryers
for a One-of-a-Kind Offering*

ENGLEWOOD CLIFFS, N.J., Sept. 13, 2018 – **LG Electronics USA** is upgrading its ultimate laundry room offering with the introduction of LG Styler with SmartThinQ™ (**model no. S3RFBN**) to its #1 ranked washers and dryers* for a laundry appliance portfolio that only LG can offer. A first-of-its-kind steam clothing care system and the only certified as *asthma and allergy friendly*® by Asthma and Allergy Foundation of America (AAFA), the Wi-Fi enabled smart LG Styler reduces wrinkles and odor and refreshes garments with the fastest cycle on the market today – as little as 20 minutes – thanks to the gentle power of pure steam technology.

“With the LG ultimate laundry room, consumers can tackle whatever mess life brings with our lineup of award-winning laundry offerings – whether it’s cleaning small loads that are a big deal and can’t wait in our LG SideKick™ mini washer, tackling large loads in our best-in-class LG washers and dryers, or refreshing their outfit before work or a night out with LG Styler,” said David VanderWaal, senior vice president of marketing, LG Electronics USA. “Consumers can count on LG to help make life easier and more enjoyable – and they can do it with confidence because LG appliances are ranked #1 when it comes to customer satisfaction and reliability.”*

For the second year in a row, LG Electronics leads the industry in home appliance excellence, as evidenced by the brand being named most reliable in all of its key laundry product categories according to a leading U.S. consumer products publication. LG also leads the home appliance industry in customer satisfaction*, earning more 2018 J.D. Power awards for appliances than any other manufacturer and holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2017 American Customer Satisfaction Index® (ACSI)**.

The Ultimate Laundry Room – Only from LG

With LG Styler for daily refreshes, the innovative LG SideKick mini washer for small loads that can't wait, and LG's award-winning top and front load washers and dryers, the LG Ultimate Laundry Room keeps clothes looking, smelling and feeling great every day of every week.

Whether it's a loft or a mudroom, small space or large, there's an Ultimate LG Laundry room setup that fits your style perfectly. LG's laundry appliance portfolio includes:

- **LG Styler:** Designed to refresh clothes between cleanings and reduce wrinkles and odors from smoke, sweat and food, with the gentle power of steam – no chemicals. It even helps sanitize and removes allergens and is certified as *asthma and allergy friendly*® by AAFA (Asthma & Allergy Foundation of America) and scientifically proven to be better suited for the 1 out of 5 Americans with asthma and allergies. Plus, it comes in white or espresso to complement the design of the ultimate laundry room.

LG Styler users now are able to enjoy smart features via LG's SmartThinQ platform. The new LG Styler can be started, stopped or monitored from any place at any time using the SmartThinQ app on a smartphone, available on Android and iOS devices. Users will receive notifications remotely when a cycle has finished, can download new cycles, check energy usage, and using Smart Diagnosis quickly troubleshoot any minor issues. LG Styler can also be controlled via simple voice commands using the Google Assistant.

- **LG Washers and Dryers:** Whether it's top load or front load, LG offers a range of high efficiency washing machine and dryer models – **ranked highest in reliability and performance by a leading consumer magazine.**

The front load **WM9000HVA** washer and the **DLEX9000V** dryer combine MEGA capacity with LG SmartThinQ technology so consumers can get more done, faster, plus control key features from the comfort of a smartphone and via voice commands using Amazon Alexa and the Google Assistant.

— **LG TWINWash featuring the LG SideKick™**: The innovative LG SideKick pedestal washer lets consumers tackle two loads of laundry at once and save time, by washing the small loads that just can't wait in the compact LG washer while independently running a big load up in the large front load washer on top. LG TWINWash delivers an unparalleled washing experience with forward-thinking innovations, cycle options and load capacities that reach up to 6.2 cubic feet. LG front load washer owners can even upgrade existing washer models dating back to 2009.

LG Styler with SmartThinQ is available through most major retailers including Costco and Lowes for \$1,999. To learn more about the “Ultimate LG Laundry Room,” visit www.lg.com.

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**LG received the highest score with freestanding ranges, side-by-side refrigerators, 2 door top-mount freezers and top load clothes washers in the J.D. Power 2018 Laundry and Kitchen Appliance Satisfaction Studies of customers' satisfaction with their home appliance. Visit jdpower.com/awards*

***LG holds the number one spot in the American Customer Satisfaction Index® survey among home appliance companies from 2015 to 2017 (tied in 2015).*

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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. LG is a 2018 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

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