

LG DEBUTS 'MATTE BLACK STAINLESS STEEL' FINISH IN NEW SUITE OF KITCHEN APPLIANCES

*'Embrace the Dark Side' of the Kitchen with LG's Versatile Luxe Line
Combining Innovative Functionality and SmartThinQ Technology with Stunning Design*

ENGLEWOOD CLIFFS, N.J., Dec. 6, 2017 – LG Electronics USA today launched an exclusive line of premium kitchen appliances featuring LG's new "[Matte Black Stainless Steel](#)" finish, combining the timeless sophistication of stainless steel with a luxe, low-gloss finish that complements any kitchen decor. Bringing understated elegance to traditional, modern and country kitchens alike, the new low-gloss finish blends beautifully with other matte finishes and provides a dramatic contrast to gloss surfaces in the kitchen.

The new LG Matte Black line builds on the success of the popular black stainless steel finish pioneered by LG, and offers more options for today's design-focused consumer who has a keen eye for superior design, performance and connectivity.

"When it comes to the kitchen, it's all in the finish, and LG again is pushing the boundaries of innovation in design and technology with our new Matte Black kitchen appliances," said David VanderWaal, vice president of marketing for LG Electronics USA. "Not only will this finish turn heads, but LG's new line also comes packed with advanced features and smart functionality – not to mention the reliability that American consumers expect from LG – to make consumers quite literally the masters of their own kitchen."

Looks Smart and Acts It, Too

The LG Matte Black Stainless series offers cutting-edge design that also delivers advanced functionality with features like LG PrintProof™ – a fingerprint- and smudge-resistant finish that easily wipes clean with a soft, dry cloth without the need for special cleaners or constant attention.

The series is the newest addition to the company's industry-leading offering of nearly 100 smart appliances featuring [LG SmartThinQ™](#) technology. Through the touch a button on the LG

SmartThinQ app for Android and iOS devices or via simple voice commands using Google Assistant or Amazon Alexa, consumers can enjoy the benefits of smart controls – whether it's preheating the oven while stuck in traffic to get dinner ready on time, or asking the refrigerator to make more ice before a dinner party.

Innovation and Design Consumers Trust

Plus, LG home appliances are consistently recognized as the industry leader in innovation, reliability and customer satisfaction. In fact, LG holds the number one spot in the coveted [American Customer Satisfaction Index®*](#), marking its third consecutive year leading in reliability, features and performance. In the comprehensive [2017 J.D. Power Kitchen and Laundry Appliance Satisfaction Studies**](#), "LG has received more J.D. Power awards for Kitchen & Laundry Appliances than any other manufacturer."

Meet LG Matte Black Kitchen Appliances

LG MATTE Black Stainless Steel appliances include a new refrigerator, ranges, dishwashers and microwave oven and are available now through select U.S. retailers nationwide at the following manufacturer's suggested retail prices:

Refrigerator: Ultra-Capacity Meets Sleek Design

Debuting in MATTE Black Stainless Steel finish, the 28-cubic-foot ultra-large-capacity 3-door French door refrigerator makes it easy to grab your go-to snacks and drinks with the LG Door-in-Door® technology, which the company pioneered. With your favorite items at your fingertips, LG Door-in-Door technology also allows consumers to reduce cold air loss, keeping food fresher, longer. This French-Door refrigerator alerts consumers if the refrigerator door is left open, while enabling consumers to ask the refrigerator to make more ice, or adjust the temperature through LG SmartThinQ app or voice commands.

- [LG MATTE Black Stainless Steel 28-cubic-foot refrigerator \(model LFXS28566M\)](#): \$3,349

Ranges: Professional Quality Helps You Cook (and Clean) in a Flash

Make cooking dinner quicker and more sophisticated than ever before with EvenJet™ Fan Convection technology, which preheats faster and delivers more precise cooking, allowing consumers to focus on things other than dinner. Adding to the sophisticated MATTE Black Stainless Steel finish, the gas oven boasts SmoothTouch™ glass controls and its sleek, smooth surface easily wipes clean so the range stays looking its best. The EasyClean® interior lets you clean everyday spills with just water and low heat in only 20 minutes.***

- [LG MATTE Black Stainless Steel 6.3-cubic-foot electric range \(model LRE3193BM\)](#): \$1,149
- [LG MATTE Black Stainless Steel 5.4-cubic-foot gas range\(model LRG3193BM\)](#): \$1,249

Dishwashers: Sophisticated, High-Performance Clean – the First Time

Make post-dinner clean up a breeze with LG QuadWash™ MATTE Black Stainless Steel dishwashers, offering the ultimate in cleaning power and loading flexibility. With four spray arms, opposed to the traditional two, the Multi-Motion arms provide maximum cleaning coverage, getting dishes clean the first time. It's now easier than ever to load the dishes with EasyRack™ Plus – a height-adjustable third rack that provides the flexibility to fit more dishes, including extra-long stemware. The PrintProof™ MATTE Black Stainless Steel finish makes it easy to ensure the outside of the LG QuadWash is as sparkling as the dishes inside.

- [LG MATTE Black Stainless Steel dishwasher \(model LDT7797BM\)](#): \$1,149
- [LG MATTE Black Stainless Steel dishwasher \(model LDTP6797BM\)](#): \$1,049

Microwave: Quick, Quiet and Stylish Convenience for the Modern Chef

LG's new 2-cubic-foot over-the-range microwave combines the MATTE Black Stainless Steel Finish with sleek intuitive SmoothTouch™ controls located on the front of the stylish glass door, ensuring your microwave looks just as good as your meal tastes. And with Sensor Cooking taking the guesswork out of cooking, QuietPower™ Ventilation removing steam and cooking aromas quickly and quietly, and EasyClean interior that cleans with a simple wipe,*** dinner isn't just done—it's something to admire.

- **LG MATTE Black Stainless Steel over-the-range microwave oven (model LMVM2033BM): \$499**

To learn more about LG appliances visit www.LGMatteBlack.com.

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** LG holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 and 2017 American Customer Satisfaction Index® (ACSI).*

*** LG received the highest numerical score in the respected segments of the J.D. Power 2017 Laundry and Kitchen Appliance Satisfaction Study, based on 6,241 (kitchen) and 14,745 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed February-March 2017. Your experiences may vary. Visit jdpower.com. For the full J.D. Power press release and scores, visit www.jdpower.com/industry/home-improvement.*

**** Additional buildup may require manual effort.*

About the American Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 180,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at www.theacsi.org.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 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. For more news and information on LG Electronics, please visit www.LG.com.

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