



LG WASHES AWAY THE HASSLE OF DOING LAUNDRY WITH LG TWINWASH MEMORIAL DAY PROMOTION

Industry-First Innovation Washes Two Loads of Laundry at Once, Now Available at Unbeatable Savings, Just in Time to Tackle Beach Towels and Swimsuits

ENGLEWOOD CLIFFS, N.J., May 18, 2017 – A national retail promotion launched today by LG Electronics USA gives consumers unprecedented savings on industry-first home appliance innovations. The three-week Memorial Day promotion offers [LG TWINWash™ systems – with a front-load washer and LG SideKick™ pedestal washer](#) – as low as \$949*, and savings up to \$1,000 on [LG InstaView™ refrigerators](#).

The unique washer promotion, timed with the unofficial start of the summer wear season, helps more consumers wash away the hassle of doing laundry. According to a recent survey**, 80 percent of American consumers have purposely overloaded their washing machines to avoid doing a second load of laundry. Thankfully, with LG TWINWash featuring the LG SideKick – a second washer in pedestal of the main washer – consumers can tackle two loads of laundry at once or wash two loads independently.

The revolutionary LG SideKick pedestal washer is specifically designed to wash small laundry loads – including swimwear, delicates and active wear – that just can't wait. And because it doesn't have an agitator, consumers don't have to worry about bathing suits getting tangled in the wash. The LG SideKick is ergonomically designed with a unique placement in the pedestal that elevates the main front-load washer so users can enjoy more comfortable loading and unloading of larger loads reserved for the main washer with less bending and lifting.

The LG SideKick offers six distinct wash cycles including; normal, intimates, hand wash, active wear, rise + spin and tub clean, making it an ideal laundry solution for washing small custom-care laundry loads that are a big deal. Despite its compact size, the LG SideKick can wash approximately three to four pounds of laundry per cycle. It's also compatible across the entire



portfolio of LG's front-load washer machines models since 2009. "From washer type and size, to feature and price, only LG gives you the option to choose the LG TWINWash system that's perfect for you," said VanderWaal.

When it comes to capacity, LG front-load washing machines offer the largest capacity available in their class so consumers can fit a comforter and full set of king size bedding in a single load. Along with the washers' elevated door angle, families can easily load and unload even the biggest pile of beach towels. And with LG TurboWash® technology, powerful high-pressure nozzles will save up to 30 minutes per load than conventional front-load washing machines***.

"LG TWINWash has transformed the chore of laundry by allowing consumers to wash two loads at the same time and tackle those specialty loads that just can't wait," said David VanderWaal, vice president of marketing, LG Electronics USA. "LG SideKick was created to answer the needs of today's busy families, and this limited time offer makes our washer innovations accessible to more shoppers who are in the market for a convenient new way of doing laundry."

Consumers can also take advantage of savings on LG kitchen appliances – including an [LG InstaView™ Door-in-Door® refrigerator](#) starting at just \$1,799****. The refrigerator is considered the most frequently used kitchen appliance with its door opening many times per day, especially when entertaining throughout the summertime, and LG InstaView refrigerators provide consumers a new way to see their food. With LG InstaView, simply knock twice on the refrigerator door's sleek glass panel and it illuminates, enabling users to see what's inside the refrigerator without opening the door.

The LG InstaView refrigerator promotion includes the following models: [LFXS30796S](#), [LFXS30796D](#), [LMXS30796D](#), [LMXC23796D](#), [LMXC23796S](#), [LMXS30796S](#), [LFXC24796S](#) and [LFXC24796D](#).



Consumers can take advantage of these promotions and more through July 12 at authorized LG retailers nationwide.

To learn more about LG Memorial Day promotions, visit <http://www.lg.com/us/promotions/home-appliance-deals>.

*LG front-load washer with LG SideKick as low as \$949 after discounts and customer mail-in/instant rebate.

**LG Electronics USA appliance behavior survey of 1,003 nationally representative Americans, conducted by Kelton Global, March 2017.

***Compared to other LG top-load washers 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.

****\$1,799 price applicable to Model # LSXS26396S

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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 \$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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