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**LG LAUNCHES ULTRA-LIGHTWEIGHT
2017 LG GRAM NOTEBOOKS**

*Three Screen Sizes, Touch Screens, Extended Battery Life
Highlight 2017 Six-Model LG gram Line*

ENGLEWOOD CLIFFS, N.J., Feb. 24, 2017 – LG Electronics USA today launched the new 2017 family of ultra-lightweight LG gram notebook computers – six models in three screen sizes, some with touch screens and all with increased battery life.

The 2017 LG gram notebooks come in sizes suitable for every user from professional-level content creators and business professionals to multitasking students and casual web surfers. The 13.3-inch 13Z970 models and 14.0-inch 14Z970 models weigh in at an incredibly light 2.07 and 2.14 pounds, respectively, while the 15.6-inch 15Z970 models weigh just 2.40 pounds despite their large-screen display.

“The LG gram delivers on two big features that consumers want most in their notebooks today: lightweight portability and longer battery life,” said Tim Alessi, head of product marketing at LG Electronics USA. “Despite the ultra-lightweight, our latest LG gram series isn’t a stripped down notebook with just the bare essentials. It’s a high performing machine with enhanced processing power, backlit keyboards and touch screen options.”

All three series of 2017 LG gram notebooks are available starting today nationwide at leading retailers including Amazon, Fry’s, B&H, Microcenter, Costco.com, Beach Camera, and Electronics Express:

- **LG gram 13Z970**: Two 13.3-inch models:
 - Intel Core i5, 8GB of memory and 256GB of storage. Available in touch and non-touch screen models with fingerprint ID.
 - Weight: 2.07 pounds
 - SRP: \$999.99 (non-touch); \$1,099.99 (touch/fingerprint)

- Battery: 60Wh; 17.5 hours (non-touch model) and 15 hours (touch model)* on full charge
- **LG gram 14Z970**: Two different 14.0-inch models:
 - Intel Core i5, 8GB of memory and 256GB of storage with touch screen.
 - Weight: 2.14 pounds
 - SRP: \$1,199.00
 - Battery: 60Wh; 14.5 hours* on full charge
 - Intel Core i7, 8GB of memory and 512GB of storage with touch screen.
 - Weight: 2.14 pounds
 - SRP: \$1,499.00 (touch)
 - Battery Life: 60Wh; 14.5 hours* on full charge
- **LG gram 15Z970**: Two different 15.6-inch models:
 - Intel Core i5, 8GB of memory and 256GB of storage.
 - Weight: 2.40 pounds
 - SRP: \$1,199.00
 - Battery Life: 60Wh; 15.2 hours* on full charge
 - Intel Core i7, 16GB of memory and 512GB of storage with touch screen.
 - Weight: 2.40 pounds
 - SRP: \$1,699.00
 - Battery Life: 60Wh; 12.5 hours* on full charge

While most lightweight notebooks are often hampered by a short battery life, the patented Stack & Folding battery helps ensure that consumers can use their LG gram notebooks throughout the day, carrying the computers with them wherever they go. With its feather-light construction and longer-lasting battery, LG gram is pushing the boundaries of notebook portability.

Designed with more than just portability in mind, LG gram notebooks are built around Intel's 7th generation Kaby Lake Core i7 processor for maximum productivity. In addition to enhanced processing power, the latest LG grams boast plenty of room to save a library of important multimedia files, with up to 512GB SSD and 16GB DDR4 Dual Channel Memory. LG has prioritized the interactive experience with a Full HD IPS panel that supports In-cell Touch Display technology, framed by slim bezels to create a premium look and immersive experience.

The flagship 2017 15.6-inch LG gram includes a USB Type-C port which has the ability to simultaneously support a video signal, data transfer and charge via a single cable. These enhanced connectivity options make the notebook perfect for creative professionals who find themselves constantly plugging and unplugging their notebooks from dedicated workstations.

The versatile LG grams notebooks offer additional features designed to enhance usability at all hours of the day, such as a backlit keyboard and Daylight Mode on the 13.3- and 14.0-inch models to enhance screen brightness, making the display viewable even under bright sunlight. And with DTS Headphone:X technology built-in, listening to movies, music and games through earphones never sounded better. The LG Gram notebooks sport a stylish, techie Dark Silver finish (with limited availability in a sleek Gloss White finish).

For more information on the LG Gram series laptops, visit www.lg.com/us/desktops-laptops.

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* Based on Mobile Mark 2014.

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, a proud 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. www.lg.com.

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