

FOR IMMEDIATE RELEASE
EMBARGOED UNTIL 9 A.M. EST, MARCH 26

**LG ANNOUNCES 2019 SOUND BAR
PRICING AND AVAILABILITY**

*Featuring the CES Best of Innovation Winner SL9YG,
Latest LG Models Incorporate Both Google Assistant and Dolby Atmos*

ENGLEWOOD CLIFFS, N.J., March 26, 2019 — LG Electronics USA is launching the 2019 LG sound bar lineup, featuring the award-winning LG SL9YG and SL10YG. Availability starts the week of April 14th at LG-authorized dealers nationwide for all models, with the exception of the SL9YG which will follow in May.

Unveiled at CES[®] 2019, LG's new sound bars deliver superior surround sound quality through a collaboration with Meridian Audio¹ while offering a sleek, harmonious and modern aesthetic that seamlessly matches with the premium design of LG OLED and LG NanoCell TV's. Technology from the renowned experts at Meridian Audio combines advanced digital signal processing and hardware design to create a sound field with greater height, width, and depth.

LG's premium sound bars (models SL10YG, SL9YG and SL8YG) feature Dolby Atmos[®] and DTS:X to truly immerse users in the movies and music they love with multi-directional sound. The lineup also offers the convenience of AI smart connectivity and voice recognition with the Google Assistant built-in so no extra device is needed.

The award-winning SL9YG supports both stand and wall mount orientation, so it fits perfectly with any interior design. When mounted on the wall, the SL9YG automatically senses the proper orientation and adapts to optimize the sound output. The SL9YG's Slim Wall-Mountable Design, stand mode features 4.1.2ch Dolby Atmos with up-firing speakers, while in wall mount mode, it automatically adjusts to output 4.1.2 ch Dolby Atmos utilizing down-firing speakers.

"Our 2019 sound bars are the most innovative and best sounding models LG has designed to date," said Tim Alessi, head of home entertainment product marketing at LG

Electronics USA. “This combination of exceptional sound and smart AI connectivity takes music and movies to a new level of home entertainment.”

2019 LG Sound Bar Models

<p><u>Available week of April 14</u></p> <p>SL6Y 3.1 ch Sound Bar with DTS Virtual:X Sound \$399</p> <p>SL5Y 2.1 ch Sound Bar with DTS Virtual:X Sound \$279</p> <p><u>Available week of May 27</u></p> <p>SL9YG 4.1.2 ch High Res Audio Sound Bar w/ Meridian Technology & Dolby Atmos \$999</p>	<p><u>Available week of April 14</u></p> <p>SL10YG 5.1.2 ch High Res Audio Sound Bar w/ Meridian Technology & Dolby Atmos \$1,299</p> <p>SL8YG 3.1.2 ch High Res Audio Sound Bar w/ Meridian Technology & Dolby Atmos \$799</p> <p>SL7Y 3.1 ch Sound Bar with DTS Virtual:X Sound \$499</p>
--	---

For more information on LG’s 2019 sound bars, please visit <https://www.lg.com/us/sound-bars>.

###

¹ Models SL10YG, SL9YG and SL8YG

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$54 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The “Life’s Good” marketing theme encompasses how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. LG is a 2018 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LG.com.

Media Contacts:

LG Electronics USA

John I. Taylor
201 816 2166
john.taylor@lge.com

Chris De Maria
201 408 9111
christopher.demaria@lge.com

Colton Moore
212 237 4447
colton.moore@lg-one.com