

FINAL**LG STYLER EARNS ‘asthma & allergy friendly®’
CERTIFICATION IN TIME FOR SPRINGTIME SNEEZING**

*LG Styler Steam Clothing Care System and LG Washing Machines
Create Ultimate LG Laundry Room for Asthma and Allergy Sufferers*

ENGLEWOOD CLIFFS, N.J., Feb. 28, 2018 – As spring arrives and the buds begin to bloom, sniffles, watery eyes, and consistent coughing will affect the 70 million Americans suffering from asthma and allergies*. Just in time to combat these symptoms, the LG Styler steam clothing care system has earned the *asthma and allergy friendly®* certification from the respected Asthma and Allergy Foundation of America (AAFA) for its superior performance in ridding fabrics of allergens, LG Electronics USA announced today.

LG Styler is the first clothing care system of its kind to receive such a designation, joining LG washing machines – the first washers in the industry to be certified by AAFA as **asthma & allergy friendly®** – to create the ultimate laundry room for the millions of Americans living with allergy and asthma symptoms.

“Our team of health experts constantly evaluates products that truly make a difference for allergy and asthma sufferers,” said AAFA Certification Program Director Michele Cassalia. “LG Styler, along with certified LG washing machines, is proven to help remove allergens from clothing, bedding, toys and more, thanks to LG’s unique steam technology. That’s important because one of the best ways to reduce allergens and irritants in the home is through effective cleaning of clothing and fabrics, and not all appliances are created equal.”

AAFA’s **asthma & allergy friendly®** certification for the LG Styler and LG washing machines means that certified LG laundry products are scientifically proven to be better suited for the 25 million Americans suffering from asthma.** The **asthma & allergy friendly®** certification

program was created to help consumers make informed purchase decisions when choosing allergen-avoidance products, independently testing each product in accredited laboratories and certifying those that are most suitable for asthma and allergy sufferers.

‘Ultimate LG Laundry Room’ for Those Living with Allergies and Asthma

“At LG, we deliver innovations that make life better and more enjoyable for our consumers,” said David VanderWaal, vice president, marketing, LG Electronics USA. “For the 70 million Americans suffering from asthma and allergies, only LG can offer the ‘ultimate laundry room’ solution with the unique LG Styler and **industry-leading** washing machines certified by the Asthma and Allergy Foundation of America along with our advanced clothes dryers.”

The **LG Styler** steam clothing care system utilizes LG’s innovative TrueSteam® technology to gently refresh clothes, linens, pillows, plush toys and more – sanitizing garments to neutralize unpleasant odors and reduce allergens. Using pure, simple water and no chemical additives, LG Styler helps sanitize everyday fabrics and items that are difficult or impossible to wash. Plus, it includes a special compartment in the door that helps restore the crease to pants while reducing wrinkles at the knee, waist and everywhere else pants can wrinkle.

LG Styler, along with **LG washing machines and dryers**, is equipped with **LG SmartThinQ™** Wi-Fi connectivity with smart functionality to help make life easier for modern consumers on the go, including features like: customized cycles available for download, status notifications, remote start and stop, and energy consumption tracking.

The Ultimate in Reliability and Customer Satisfaction

LG Electronics USA continues to lead the industry in home appliance excellence, recently being named most reliable in all of its key laundry product categories, according to a leading U.S. consumer products publication. LG Electronics USA also holds seven J.D. Power customer satisfaction awards in the kitchen and laundry appliance segments. According to J.D. Power, “LG received more 2017 customer satisfaction awards for Kitchen and Laundry Appliances than any other manufacturer.”*** The recognition by J.D. Power dovetails with LG’s rank as Number One in the 2017 American Customer Satisfaction Index’s home appliance industry survey, which

is a U.S. consumer satisfaction survey of customers rating their experience with home appliance companies. This marks the third consecutive year that American consumers rated LG highest.****

For more information on the lineup of AAFA-certified LG laundry innovations, please visit www.lg.com/us/laundry.

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**Asthma and Allergy Foundation of America*

*** National Center for Health Statistics. Centers for Disease Control and Prevention. Asthma. August 18, 2017.*

****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.*

*****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 the asthma & allergy friendly® Certification Program

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](http://aafa.org) and [Allergy Standards Limited](http://allergystandards.com). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit aafa.org/certified for more information.

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 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 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. For more news and information on LG Electronics, please visit www.LG.com.

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