

## **LG INNOVATIONS CHOSEN BY RETAILERS FOR ‘VIP AWARDS’ THIRD YEAR IN A ROW**

*LG’s Flagship Door-in-Door Refrigerator and OLED TV  
Earn Coveted Industry Recognition from TWICE*

**ENGLEWOOD CLIFFS, N.J., Aug. 17, 2015** – The nation’s leading retailers and distributors have singled out industry-leading products from LG Electronics as top performers in the highly competitive consumer electronics and home appliance categories for the third consecutive year.

LG’s 55-inch curved OLED TV and LG’s new 4-door Door-in-Door® refrigerator earned the coveted 2015 VIP (Very Important Product) Awards announced by TWICE magazine. Voted on by U.S. appliance retailers and distributors, the TWICE VIP Awards are based on product features, product design and value to consumers. TWICE, the top business publication serving the appliance and electronics industry, recognized the LG products for their notable impact on distributors’ and retailers’ businesses this year.

“This is not a surprise. The VIP awards showcase best-in-class products of 2015, and LG has always been a leader in developing products that feature innovative technology,” said Ed Hecht, vice president and publisher of *TWICE*. “For that reason, retailers chose LG’s popular products as VIP winners for the third year in a row. Continual innovation from leading brands like LG helps drive the entire industry forward.”

LG’s 55-inch Curved OLED TV ([model 55EC9300](#)) is widely recognized for delivering the best picture quality available with perfect blacks and incredible color. The ENERGY STAR certified 55EC9300 offers exceptional picture quality thanks to proprietary LG OLED technology whereby each of the TV’s individual self-lighting pixels switch off completely when reproducing black. With no light bleed, LG OLED achieves true black for infinite contrast that delivers crisper images and color like no LCD/LED TV can. And, there isn’t a bad seat in the house with OLED, because



unlike most LCD TVs, it does not suffer from color washout and lower contrast when viewed off-axis.

LG's 4-Door Refrigerator with Door-in-Door® and CustomChill™ Drawer ([model LMXS30776S](#)) offers 30 cubic feet of capacity, allowing consumers to tailor the refrigerator to their storage needs. This ENERGY STAR® certified model's unique Door-in-Door feature is a magnetically sealed section of one of two refrigerator doors that releases with the push of a button and allows easy access to families' favorite foods. This compartment is great for storing any family's favorite snacks and beverages. It also reduces cold air loss by up to 47 percent\* to help preserve food freshness while conserving energy.

“LG's promise to consumers is Innovation for a Better Life – to deliver innovative products that are as sophisticated as they are functional, products like our OLED TVs and Door-in-Door fridges that enhance consumers' lives,” said David VanderWaal, head of marketing for LG Electronics USA. “Reflecting the important voice of our retail partners, the TWICE VIP distinctions reinforce LG's leadership in developing leading home entertainment and home appliance products that not only exceed consumer expectations but are embraced by the country's leading dealers and distributors.”

Both of these award-winning LG products are available nationwide. For more information on LG's full line up of kitchen and laundry appliances, please visit [www.lg.com](http://www.lg.com).

*\*Percent reduction in exchange rate of air between opening the door-in-door compared to one French door for 10 seconds. Results based on testing of comparable model with same LG Door-in-Door design.*

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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 \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 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](http://www.lg.com)

#### **About TWICE**



*TWICE (This Week in Consumer Electronics)* is published by NewBay Media and is the leading business publication serving the consumer electronics industry. With editorial coverage on all things consumer electronics, including audio, video, smartphones, tablets, cameras, car electronics, major appliances, accessories, and so much more, *TWICE* is where the industry turns to put it all into perspective. Be it news, new products, and/or trends, *TWICE* has it covered. For more information, visit [www.twice.com](http://www.twice.com).

*Media Contacts:*

Clara Chang  
201-816-2011  
[clara.chang@lge.com](mailto:clara.chang@lge.com)

Taryn Brucia  
201-816-2187  
[taryn.brucia@lge.com](mailto:taryn.brucia@lge.com)