

PRESS RELEASE

03/24/2015

LG ELECTRONICS AND SHANE BATTIER TEAM UP TO HELP FANS 'DO GAME DAY RIGHT™'

LG Launches Social Campaign Using #LGTrivia, Invites Basketball Fans to Help Fund College Scholarship

NEW YORK, March 24, 2015 – In an effort to bring its “Do Game Day Right” mantra to life during NCAA® March Madness®, LG Electronics USA, Official Corporate Partner of the NCAA®, is launching a tweet-to-give campaign with former NCAA champion and Naismith College Player of the Year, Shane Battier, at LG’s “Beyond the Arc” trivia event in New York City tonight to raise funds for The Battier Take Charge Foundation.

“Beyond the Arc” celebrates game changers, both the importance of the three-point shot in college basketball and the unique curved designs of LG’s flagship products – the curved LG OLED TV, the curved LG G Flex2 smartphone and the curved LG UltraWide™ computer monitor. During the LG “Beyond the Arc” event and through the remainder of the tournament, LG will donate \$3 each time #LGTrivia is used, with the goal of raising \$20,000 for The Battier Take Charge Foundation’s scholarship program, which awards four-year college scholarships to deserving young leaders from the greater Miami, Houston and Detroit areas.

Fans who wish to participate and help drive donations using #LGTrivia can go to the new LG NCAA fan engagement Web site, www.LGGameDayHub.com, try their hand at online trivia games and tweet their results. They can also enter for a chance to win a trip to the 2016 NCAA Division I Men’s Basketball Final Four® and great LG prizes. The new site is a place for all things NCAA and features a variety of games, contests and sweepstakes, plus information about LG products that help fans do game day right.

“LG and I share a passion for inspiring and empowering others, whether that’s through innovative technology or educational opportunities,” said Battier, co-founder of The Battier Take Charge Foundation and former Duke University and NBA standout. “I’m thrilled to join forces with LG to launch a social campaign that embodies the game day spirit by bringing people together to support a common cause.”

“LG’s ‘Do Game Day Right’ initiative is aimed at rallying passionate fans for the ultimate game day experience with the help of LG’s innovative products. We’re thrilled to partner with Shane Battier to tap into that same passion and rally fans in support of education programs for young leaders through our LG social campaign,” said David VanderWaal, vice president of marketing for LG Electronics USA. “Like the games themselves, LG helps fans experience all the excitement and action of the NCAA tournament with our premium TVs and UltraWide monitors that offer a great viewing experience at home, to our smartphones that help you to keep up with games on the go.”

The LG 55EC9300 OLED TV, LG Curved UltraWide monitor, and LG G Flex2 are the perfect partners to help fans do game day right. The 55EC9300 OLED TV features a curved form factor for a heightened sense of immersion, coupled with incredible picture quality with perfect blacks, amazing contrast and incredible color, for the best game viewing experience at home. As an added bonus for fans this championship season, LG has made the 55EC9300 available at a reduced price of \$2,999 through April 4. Consumers can check their brackets while watching the game online with the extra screen real estate available on the LG 21.9 Curved UltraWide Monitor (model 34UC97), featuring a 34-inch (33.7-inches measured diagonally) class display that delivers immersive wide viewing angles, ideal for gaming. The G Flex2’s contoured shape is a 5.5-inch Full HD P-OLED display that delivers an incredibly sharp and vivid viewing experience from every angle, while providing a sleeker look with enhanced durability. The G Flex2’s state-of-the-art camera allows consumers attending the games capture true-to-life memories with its 13-megapixel camera with OIS+ and Laser Auto Focus producing images that are clear and sharper every time.

LG Electronics USA has extended its official Corporate Partnership with the National Collegiate Athletic Association (NCAA®) under a new agreement that runs through August 2018. Through the agreement, negotiated with CBS Sports and Turner Sports, LG Electronics USA will continue as an official NCAA Corporate Partner and have exclusive category marketing and promotional rights for consumer electronics, mobile phones and home appliances related to all 89 NCAA championship events across 23 different sports, including the NCAA Division I Men’s Basketball Championship and NCAA football championships.

###

“Do Game Day Right” is a trademark of LG Electronics, Inc.

NCAA, Final Four and March Madness are trademarks of the National Collegiate Athletic Association.

About LG Electronics USA

A proud Official Corporate Partner of the NCAA, 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. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG’s “Life’s Good” marketing theme. LG Electronics is an ENERGY STAR Partner of the Year. For more information, please visit www.lg.com.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 460,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Allstate, Amazon (Kindle), Buffalo Wild Wings, Buick, Burger King, Enterprise, Infiniti, LG Electronics USA, Lowe’s, Nabisco, Northwestern Mutual, Reese’s (Hershey’s), Unilever and UPS.

About the Battier Take Charge Foundation

The Battier Take Charge Foundation, established by Shane and Heidi, is dedicated to providing resources for the development and education of underserved youth and teens. With initial focus in Miami, Houston and Detroit, the Battier’s charge is to encourage and inspire a new generation of potential leaders through educational opportunities and the cultivation of effective leadership skills. National partnerships include Houston’s KIPP Academy, Detroit’s Horizon Upward Bound and Miami’s Big Brothers Big Sisters. Learn more at www.takechargefoundation.org.

Media Contacts:

LG Electronics USA

John Taylor

John.Taylor@lge.com

(847) 941-8181

LG-One

Jacqueline Goense

Jacqueline.goense@lg-one.com

(312) 397-6011

NCAA

Gail Dent

gdent@ncaa.org

(317) 917-6117

The Battier Take Charge Foundation

Newell Fleming

newell@takechargefoundation.org
