

PRESS RELEASE

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LG ELECTRONICS ANNOUNCES 'NETFLIX RECOMMENDED TV' DESIGNATION FOR 2015 4K OLED, LED SMART TVS

Smart TV Evaluation Program Recognizes LG Ultra HD TVs for Superior Smart TV Performance, Netflix Experience

ENGLEWOOD CLIFFS, N.J., April 7, 2015 – New 2015 OLED and LED 4K Ultra HD (UHD) TVs from LG Electronics are among the industry's first to be designated "Netflix Recommended TVs" – a program that helps consumers identify televisions that offer the best Netflix experience and superior smart TV performance overall.*

LG Electronics USA revealed today that the LG EG9600 4K UHD OLED Smart TV and UF9500, UF8500, UF7700 and UF7600 4K UHD LED Smart TV series featuring webOS 2.0 qualify for designation under Netflix's rigorous, criteria-based smart TV evaluation program.

"The Netflix Recommended TV designation for our Ultra HD TVs recognizes LG's exceptional Smart TV performance and user interface," said Dave VanderWaal, vice president of marketing, LG Electronics USA. "LG's 4K OLED and LED Smart TVs featuring the advanced webOS 2.0 platform offer an unbeatable combination of breath-taking picture quality and speed, as well as a streamlined, intuitive interface for the best Netflix experience possible."

Scott Mirer, vice president, device partner ecosystem at Netflix, said, "Since the initial launch of webOS, LG has led the way in making streaming services, including Netflix, easier to access and faster to launch. We are pleased to designate LG's latest 4K UHD TVs with webOS 2.0 as Netflix Recommended TVs, offering a superior experience for Netflix members."

Leading LG's 2015 TV lineup, and boasting the Netflix Recommended TV designation, is the EG9600 Art Slim Curved 4K UHD OLED TV. Coupled with the intense detail of 4K, OLED's revolutionary technology delivers a breathtaking picture with perfect black for infinite contrast and brighter, crisper images. LG "PRIME UHD" LED TVs, which boast a wider range of colors, and LG UHD LED TVs also join the EG9600 in receiving the Netflix Recommended TV designation – for a total of four series and eight models from its Spring 2015 lineup, with more to come in the second half of the year. The full range includes:

- **EG9600 – UHD OLED TV**
 - 65-inch class (64.5 inches diagonal) model [65EG9600](#)
 - 55-inch class (54.6 inches diagonal) model [55EG9600](#)
- **UF9500 – PRIME UHD LED TV**
 - 65-inch class (64.5 inches diagonal) model [65UF9500](#)
- **UF8500 Series – 3D UHD LED TV with Cinema Screen**
 - 65-inch class (64.5 inches diagonal) model [65UF8500](#)
 - 60-inch class (59.5 inches diagonal) model [60UF8500](#)
- **UF7700 Series – UHD LED TV**
 - 70-inch class (69.5 inches diagonal) model [70UF7700](#)
 - 65-inch class (64.5 inches diagonal) model [65UF7700](#)
 - 60-inch class (59.5 inches diagonal) model [60UF7700](#)
- **UF7600 Series – UHD LED**
 - 55-inch class (54.6 inches diagonal) model [55UF7600](#)
 - 49-inch class (48.5 inches diagonal) model [49UF7600](#)
 - 43-inch class (43 inches diagonal) model [43UF7600](#)

All of the new models include LG's webOS 2.0, an updated version of the company's popular and critically acclaimed Smart TV platform designed to make accessing content even simpler and faster. LG's webOS 2.0 platform launches apps quickly and seamlessly so users can view their desired content faster, which is a key factor in achieving the best Netflix experience possible and qualifying for the Netflix Recommended TV designation.

At a joint LG and Netflix event tomorrow in New York City, industry insiders will have a chance to experience first-hand LG's new product lineup, featuring the Netflix Recommended 4K ULTRA HD OLED and LED TVs.

For more information regarding LG's 2015 TV lineup of Netflix Recommended TVs and the Netflix Recommended TV program, please visit <http://www.lg.com/us/experience-tvs/smart-tv/use.jsp> and www.netflix.com/recommendedtv, respectively.

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**Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. WebOS does not support Flash. In order to stream 4K content you need you will need a high speed internet plan capable of receiving 20Mb per second of data.*

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 2014 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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