

PRESS RELEASE

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LG EXTENDS NCAA® CORPORATE PARTNERSHIP THROUGH 2018

Leading Consumer Electronics, Appliance and Mobile Phone Brand Deepens Relationship with NCAA® Sports Fans

ENGLEWOOD CLIFFS, N.J., Feb. 24, 2015 – 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 this new 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.

"LG and the NCAA are both organizations that inspire people and embrace excellence," said David VanderWaal, vice president, marketing, LG Electronics USA. "Our partnership has allowed us to bring Innovation for a Better Life to consumers in meaningful, memorable ways, and we look forward to building on those connections in the years to come."

In collaboration with the NCAA, Turner and CBS, LG will leverage its partnership to promote its major U.S. business units – Home Entertainment, Home Appliances and Mobile Phones – through promotional activities, retailer tie-ins, special events and other marketing initiatives across the country and throughout college sports seasons.

"LG's extended NCAA partnership reflects the strength of NCAA as a marketing platform, and we look forward to finding innovative new ways for college sports fans to experience and engage with LG's products across television, digital, mobile, online and live events," said Will Funk, senior vice president of sponsorship integration and business development for Turner Sports Ad Sales.

"LG has always understood and appreciated the tremendous spirit of collegiate athletics and unbridled passion of its fans," said Chris Simko, senior vice president, CBS Sports sales and marketing. "We look forward to continuing to work with their three industry-leading product lines to provide student-athletes, parents, alumni and fans the richest NCAA Championship experience possible."

"LG has been a key member of the NCAA Corporate Partner family for six years now," said Keith Martin, NCAA managing director, marketing and broadcast alliances. "This partnership is great for both the NCAA and LG, but even more so for the fans, who enjoy the rich game-day experiences LG and its products make possible."

To kick off 2015, LG has launched www.LGGameDayHub.com, which will serve as a central location for a variety of NCAA-related content, such as a sweepstakes for a chance to win a trip to the 2016 NCAA Division I Men's Basketball Final Four and other great LG prizes, as well as play games and follow trending topics. This year, in addition to its major presence at the 2015 NCAA Men's Final Four in Indianapolis, LG will also work to expand its on-site activity at a variety of NCAA Championship Events, so more fans have an opportunity for first-hand experiences with the LG brand.

LG's role as Official NCAA Corporate Partner connects the LG brand with the NCAA's extensive network of collegiate sports fans across the country, helping bring the brand to life in the minds of LG's target consumers. The partnership provides LG with the opportunity to speak to more than 100 million passionate collegiate fans and alumni across 50 states.

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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 non-profit association of colleges and universities committed to supporting academic and athletic opportunities for more than 450,000 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.

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