

## PRESS RELEASE

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### VANDERWAAL PROMOTED TO VICE PRESIDENT, MARKETING, LG ELECTRONICS USA

Recognized as In-Store Marketing Guru, Inducted into POPAI Hall of Fame

**ENGLEWOOD CLIFFS, N.J., Feb. 12, 2014** – David VanderWaal has been named Vice President of Marketing, LG Electronics USA. He is responsible for overseeing all advertising, consumer research, sponsorships, promotion, shopper insights and digital marketing initiatives for LG's Home Entertainment and Home Appliance business units in the United States. VanderWaal's promotion comes on the heels of his induction into the prestigious Point of Purchase Advertising International (POPAI) Hall of Fame.

#### Marketing Leadership

VanderWaal's more than 25 years of industry experience includes spearheading marketing strategies for such top brands such as Sprint, Hallmark, Maytag, Jenn-Air and Amana in addition to numerous roles within LG Electronics USA.

After joining the company in 2007, VanderWaal led LG's award-winning U.S. in-store marketing initiatives for both the Home Entertainment and Home Appliance divisions for five years. Beginning in May 2012, VanderWaal served as the head of brand marketing for LG's U.S. Home Appliance division with broadened responsibilities for LG's U.S. Home Entertainment division added in early 2014.

"Dave has been instrumental in bolstering LG's U.S. marketing strategies across our core appliance and consumer electronics businesses," said William Cho, president and CEO, LG Electronics USA. "His new position and his many accolades, including his in-store marketing Hall of Fame, reflect his key role in our company and our industry."

#### POPAI Hall of Fame Induction

POPAI, the leading organization for in-store marketing, has inducted VanderWaal into the POPAI Hall of Fame. POPAI, a global association of more than 1,400 organizations and leading members in the retail marketing industry, works to promote, protect and advance the broader interests of the in-store marketing community.

For its coveted Hall of Fame honors each year, POPAI accepts nominations from its members to recognize industry professionals with more than 25 years of experience who have made significant contributions to the in-store marketing community and observe ethical business practices throughout their careers. VanderWaal was one of only four marketing professionals to receive this distinction in 2015.

"We are more than pleased to add Dave to our Hall of Fame this year. He's made great strides for LG and other iconic brands in the highly competitive in-store marketing arena," said B.K. Allen, POPAI interim president. "He's the type of leader that any brand would appreciate to work with, and we're grateful for his advocacy and excellence in the in-store marketing industry."

VanderWaal said, "To say that I'm honored to be recognized with an industry lifetime achievement award from POPAI would be a complete understatement. As the leading institute providing groundbreaking insight for the marketing industry, POPAI brings together great minds in the retail promotion and advertising field, and I am thrilled that LG's groundbreaking efforts are being recognized."

#### Holistic Shopping Solutions

LG Electronics USA has been at the forefront at bringing retail partners holistic shopping solutions that help drive sell-through for LG products and elevate brand awareness for entire product categories. LG has used sophisticated electronics to enhance the retail experience with programs that provide total education for shoppers in a range of product categories, from OLED and 4K Ultra HD and Smart TVs to refrigerators, clothes washers and dryers. Throughout its broad product mix, in-store merchandising vehicles are a centerpiece of LG's successful go-to-market strategy in the United States, says VanderWaal.

POPAI notes that LG Electronics USA has also made significant use of shopper insights and direct research to target specific goals for its merchandising efforts, and looks for true measurement on the back side of store placement. "The company is extremely conscious of the need for maintaining high levels of product knowledge in a transient sales associate environment, and LG works diligently to ensure that merchandising vehicles provide product benefits usable in-store to spur trial and close sales," Allen said.

VanderWaal's induction into the POPAI Hall of Fame follows LG Electronics USA's 2011 POPAI Chief Award, recognizing effective and innovative use of marketing at retail in the overall marketing strategy, demonstrating a deep understanding of shopper behavior, and adhering to the highest business standards.

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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 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](http://www.lg.com).

#### About POPAI

Point of Purchase Advertising International (POPAI), established in 1936, is the global association and arm for research and promotion of the in-store marketing industry. International in scope, its membership of more than 1,400 companies includes leading creators, manufacturers, buyers and users of this vital medium in the United States and abroad. POPAI conducts continuous research programs, which validate the important role of in-store marketing and disseminates this information to marketing, advertising merchandising and sales promotion executives. Learn more about POPAI at <http://www.popai.com>.

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