

FOR IMMEDIATE RELEASE

**LG ELECTRONICS CELEBRATES A HISTORY OF BREAKTHROUGH TECHNOLOGIES
WITH ITS FIRST-EVER LG INNOVATION DAYS**

*The month of September Highlights LG's Latest Innovations And Limited-Time Promotions Across Its
Entire Product Line-Up*

ENGLEWOOD CLIFFS, N.J., September 15, 2025 – LG Electronics (LG), award-winning Home Entertainment products and America's Most Reliable and #1 Appliance Brand*, is proud to announce its inaugural LG Innovation Days, a three-week celebration of cutting-edge technology, meaningful design, and the future of smarter living. Since its founding, LG has consistently demonstrated the introduction of pioneering innovations and technologies across all its product categories.

Running throughout September, LG Innovation Days invites consumers to discover the latest advancements in LG products through a nationwide event that combines special promotions with a spotlight on our groundbreaking technologies—all designed to create a more connected, intuitive, and inspiring life. Innovation Days is a showcase of LG's relentless pursuit of excellence in performance, design, and convenience. For the first time ever, shoppers can unlock double the savings during LG's Buy More, Save More event.¹ Major retailers, including Home Depot, Lowe's, Costco, and Best Buy, and select local Appliance Retailer(s) will also celebrate LG Innovation Days – see your local retailers for offer details. Promotion redemption may differ by retailer.

"Innovation Days is more than just a campaign—it's a celebration of what can be achieved when innovation is driven by purpose," said Chris Jung, President and CEO, LG Electronics North America. "We take pride in developing reliable and industry-leading technologies that are at the forefront and help to enhance the way people live, work, and connect. This is an opportunity to share our vision for the future—and invite everyone to be part of it."

LG Innovation Days will showcase some of the brand's industry-first features and human-centric design that have redefined modern living, from breakthrough cooking technology to next-generation appliance design:

- **[LG's ProBake Convection®](#)**: Get quick and even baking on multiple racks at the same time. LG brings pro technology home with a combined two-speed fan and ultra-powerful rear heating element.
- **[LG Counter-Depth MAX™ Refrigerator with Zero Clearance™ Hinge System](#)**: Enjoy built-in style without compromising capacity. Doors fully open even when placed flush against walls or cabinetry².
- **[Craft Ice™ Maker](#)**: LG's exclusive feature produces slow-melting ice spheres—no molds required—for elevated beverages at home.
- **[LG WashTower™](#)**: A space-saving, AI-powered laundry center featuring intuitive Center Control, an ultra-large capacity, and advanced wash/dry technologies including TurboWash™ 360°, Allergiene™, and TurboSteam™.

- **LG ThinQ® Smart Platform**: Control appliances remotely, monitor performance in real-time, and receive proactive maintenance alerts—all from a smartphone. Whether optimizing ice production or troubleshooting an issue, LG ThinQ keeps you seamlessly connected.

Over the past 12 years, LG has set the global standard in OLED technology, solidifying its position as the world's no. 1 OLED TV brand³. As the pioneering force behind the world's first large-scale OLED TVs, LG has consistently redefined the viewing experience with distinctive picture quality, self-lit pixel technology, and innovative designs that inspire both industry and consumers alike. LG's award-winning smart TV platform - webOS - delivers a smarter, more personalized experience. Browse all your favorite streaming apps and let LG Channels connect you to over 350 free channels and thousands of titles on demand. Plus, with LG's Re:New Program, enjoy future software updates and feature refreshes⁴.

From rollable screens to the world's first OLED TV with 4K 120Hz wireless connectivity, LG's relentless drive to push the boundaries of what's possible has made OLED the ultimate choice for those seeking the most immersive, lifelike entertainment. With a commitment to continuous advancement and meaningful innovation, LG's OLED leadership is not just about creating better TVs – it's about shaping the future of home entertainment.

Throughout the month, LG Innovation Days will offer an array of compelling benefits and elevated brand experiences:

- **Premium savings** on LG's latest appliances at participating retailers and online
- **First access** to the next chapter of products in laundry, kitchen, and home entertainment
- **Special bundles and flexible financing**, making it easier to upgrade to smart living

As part of LG's transformation into a smart life solutions company, LG Innovation Days represents more than just product offerings—it's a celebration of innovation that helps enhance everyday life. From AI-powered laundry systems to ultra-efficient kitchen solutions, and to immersive OLED TVs that redefine home entertainment, the brand's latest lineup prioritizes user experience, design excellence, and at the forefront. Learn more on [LG.com](https://www.lg.com).

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EDITOR'S NOTES:

**#1 Appliance Brand in the US | Source: OpenBrand MindShare (AHAM Core 6) 2024-2025*

¹Visit <https://www.lg.com/us/promotions/innovation-days-buy-more-save-more> for more details.

²For optimal performance, LG recommends 0.16 inches (4 mm) clearance between the sides of the refrigerator and the wall

³Source: Omdia. Unit shipments, 2013-2024. Results are not an endorsement of LG Electronics. Any reliance on these results is at the third-party's own risk. Visit <https://www.ondia.com/> for more details

⁴Internet connection and subscriptions to streaming services are required; number of LG Channels subject to change. Software update will automatically download. Consumers who disable "auto-update" will receive a pop-up notification to accept or deny software update.

About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products,



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commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

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