



Life's Good.

LG AND MARVEL ASSEMBLE WITH LIMITED TIME PROMOTIONS ON 2025 LG GRAM LAPTOPS

Supercharged Performance Meets Super Hero Style in Limited-Time Promotions on all 2025 LG gram Laptops

ENGLEWOOD CLIFFS, N.J., April 25, 2025 – LG Electronics is thrilled to announce limited-time promotions on LG gram Laptops in collaboration with Marvel™, and exclusively available on LG.com. Continuing to bring value to its customers and Marvel fans alike, LG is offering a Marvel branded mouse, responsive J.A.R.V.I.S.-style wallpaper, 1TB Portable SSD (SK Hynix) and one free year of cloud AI services¹ to those purchasing a 2025 LG gram Laptop through June 1, 2025.

As part of the collaboration, LG is offering a Marvel co-branded mouse, with purchase of a 2025 LG gram Laptop exclusively through LG.com. Designed to match the aesthetic of LG grams and evoke the power of the Avengers, this mouse blends precision tracking, ergonomic comfort, and collectible style. The mouse, designed with the iconic Marvel logo, comes with an exclusive Iron Man J.A.R.V.I.S.-style dynamic wallpaper, transforming your desktop into a S.H.I.E.L.D.-inspired command center. Additionally, customers who purchase any of the new 2025 LG gram models– including the LG Gram, gram Pro, and gram Pro 2-in-1– will also receive a one-year subscription to LG gram chat Cloud, powered by GPT-4o along with a 1TB Portable SSD (SK Hynix).

The Power of Hybrid AI: Inspired by Marvel's Greatest Heroes

Just as the Avengers combine their strengths to protect the world, LG's gram AI laptops channel hybrid AI capabilities to provide cutting-edge performance:

- **Innovation in Action:** Like Iron Man's Innovative Armor, the LG gram's sleek and minimal design conceals groundbreaking tech, including real-time adaptive system optimization and intelligent performance.
- **Security You Can Trust:** Enhanced AI-powered threat detection and privacy safeguards as strong as Captain America's Shield ensure users stay protected. Externally, MIL-STD-certified durability reinforces the laptop's toughness, meeting strict military-grade standards for reliability.
- **Time Travel Made Possible:** The new AI-powered "Time Travel" features, like Doctor Strange's time stone, allow LG gram users to instantly revisit previous workflows, documents, or conversations in seconds.
- **Knowledge is Power:** Wield the power of knowledge like Thor's Hammer with the LG gram chat Cloud, powered by GPT-4o – your AI assistant for content creation, research coding help and more.
- **Performance Without Limits:** Powered by the latest Intel® Core™ Ultra processors and equipped with advanced cooling technology, the LG gram handles heavy Hulk-sized multitasking and creative workloads effortlessly.

This collaboration brings together fan-favorite Marvel elements with LG's most advanced laptop technology to date – resulting in a gram that is not only smart, but super.

For more information on LG's premium lineup of LG gram Laptops, visit [LG.com](https://www.lg.com).



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1 LG gram chat Cloud is available on 2025 LG gram models at no cost for the first year after user registration. gram Chat Cloud is provided by Swit, Inc. By using gram Chat Cloud, you agree to Swit, Inc.'s Terms of Use and Privacy Policy. After one year, users may subscribe to gram chat Cloud as a paid service. Visit <https://swit.io/gram> for more info.

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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 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, 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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