**FOR IMMEDIATE RELEASE**

**CRITICALLY-ACCLAIMED LG OLED TVs**

**KICK OFF 2020 AT LOWEST PRICE EVER**

*Consumers Can Upgrade Their Home Entertainment Center*

*In Time for The Big Game, Now Through Feb. 2*

**ENGLEWOOD CLIFFS, N.J., Jan. 24, 2020** – With one of the biggest televised sporting events only days away, LG Electronics USA has announced a limited-time promotion on its award-winning OLED TVs. The special pricing, arriving right in time for the big game, represents the lowest price ever for an [LG OLED TV](https://www.lg.com/us/tvs/lg-OLED55B9PUA-oled-4k-tv) and runs now through Feb. 2 at LG-authorized retailers nationwide.

The promotion represents up to $700 savings from original prices on LG OLED B9 series models.

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| **LG OLED TV B9 Series2** |
| 55-inch class model OLED55B9, $1,299 (originally $1,599) |
| 65-inch class model OLED65B9, $1,799 (originally $2,499) |

Celebrated as the “Best in Show” for the sixth straight year at CES® 2020, LG OLED TV technology delivers perfect blacks, more than one billion rich colors and a sense of immersion that allows the consumer to have the best possible experience when watching sports, movies and more, especially when paired with one of LG’s premium [sound bars](https://www.lg.com/us/promotions/tv-sound-bar-bundle-deals/view-all) with Meridian Technology and Dolby Atmos,

“If you can’t be at the big game, an LG OLED TV paired with an LG Sound Bar delivers a front row seat experience from the comfort of your home,” said Tim Alessi, head of home entertainment product marketing, LG Electronics USA. “There are a lot of pretenders out there, but the world’s top reviewers agree that LG OLED is the number one pick for the ultimate home entertainment experience.”

In addition to sports viewing, LG OLED TVs also are ideal for serious gamers, delivering a seamless, big-screen gaming experience unlike any other offering NVIDIA G-SYNC® compatibility. In addition, those who purchase a new 2019 LG OLED TV before Feb. 9, 2020, will be eligible to receive a 12-month subscription to Disney+.

As the first to introduce transformative OLED technology to large-screen TVs, LG offers the widest selection of models on the market. Today, more than one million LG OLED TVs have been sold in the United States. Detailed technical reviews from noted experts worldwide have hailed LG OLED as the best TV technology ever, thanks to its unique ability to create its own light. Each of the 8 million-plus pixels on these 4K Ultra HD models can be individually controlled and turned on or completely off resulting in perfect black levels, greater detail in darker areas and no light bleed.

LG OLED TVs support Apple AirPlay 2 and Apple HomeKit for easy streaming of video and audio content and connectivity to Apple’s smart home products. LG OLED TVs feature Amazon Alexa and the Google Assistant built-in eliminating the need for additional hardware.[[1]](#endnote-1)

For more information on LG’s OLED TV lineup, visit [lg.com](https://www.lg.com/us/tvs/lg-OLED55B9PUA-oled-4k-tv).

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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 $54 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The “Life’s Good” marketing theme encompasses how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence. [www.LG.com](https://c212.net/c/link/?t=0&l=en&o=2655137-1&h=3180318117&u=http%3A%2F%2Fwww.lg.com%2F&a=www.LG.com).

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1. Requires separate LG Magic Remote. Service limited to certain languages. Some features require third-party service subscription. Amazon Alexa device sold separately.

2 55-inch class is 54.6 inches diagonal and 65-inch class is 64.5 inches diagonal. [↑](#endnote-ref-1)