



FOR IMMEDIATE RELEASE

**LG ELECTRONICS REFRIGERATOR PROMOTION
ENCOURAGES AMERICANS TO ‘FLIP YOUR FRIDGE’**

*LG Offers Discounts on ENERGY STAR Certified Refrigerators
Through National and Regional Retail Partners*

ENGLEWOOD CLIFFS, N.J., May 25, 2017 – Long-time ENERGY STAR® Partner LG Electronics USA is encouraging consumers to “Flip Your Fridge” in a nationwide retail promotion that offers attractive discounts on ENERGY STAR certified LG refrigerators.

Through June 7, participating LG national and regional retailers are offering discounts – up to 38 percent off, some as much as \$1,500 in savings – on more than 20 eligible ENERGY STAR certified LG premium refrigerator models in a variety of configurations, styles and finishes, including French door and side-by-side models in stainless steel and black stainless steel.

The promotion coincides with the U.S. Environmental Protection Agency’s 2017 Flip Your Fridge campaign (www.energystar.gov/flipyourfridge), which encourages consumers to responsibly recycle their old energy-wasting refrigerator and upgrade to a new ENERGY STAR certified model.

“Flipping your fridge can have a positive impact on not only your wallet but the environment,” said John Riddle, senior vice president, home appliances, LG Electronics USA. “LG is committed to consistently finding ways to marry innovation with energy efficiency like our LG Door-in-Door™ technology that gives easy access to often-used items and helps prevents cold air loss.”

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Supplementing these LG promotions, electric utilities in many states offer consumer rebates for purchasing LG ENERGY STAR refrigerators. Some offer incentives for recycling old refrigerators, too. (www.energystar.gov/rebate-finder)

Examples of LG ENERGY STAR refrigerator discounts through June 7 include \$1,400 off for French 3-Door model LFXS30766S with LG's popular Door-in-Door feature, \$1,200 off for French 3-Door model LFXS29766S, \$1,500 off LG black stainless steel model LFXS30766D and \$1,200 off French 3-Door model LFXS30726S.



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According to the EPA, if all refrigerators 15 years or older in the United States were replaced with ENERGY STAR certified refrigerators, Americans would save more than \$800 million in annual energy costs (energy savings equivalent to powering 876,000 U.S. homes) and prevent more than 14 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from more than a million vehicles.

To learn more about how consumers can benefit from Flipping Your Fridge today, visit www.energystar.gov/flipyourfridge. For more information about LG Flip Your Fridge refrigerator promotions, visit www.lg.com/us/promotions.

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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 \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a long-time ENERGY STAR Partner, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit www.LG.com.

About ENERGY STAR

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$362 billion on utility bills, while reducing greenhouse gas emissions by more than 2.4 billion metric tons since 1992. Join the millions who are already making a difference at energystar.gov.

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