

LG MAKES A SPLASH AT BONNAROO AHEAD OF TENNESSEE WASHING MACHINE FACTORY OPENING

*LG Helps Thousands of Festival Goers Wash Clothes at Four-Day Camping Festival,
Donates Washers, Dryers, TVs and More to Community*

MANCHESTER, Tenn., June 15, 2018 – In advance of opening its U.S. washing machine factory in Clarksville, Tenn., later this year, **LG Electronics USA** took its “Life’s Good” mantra to Middle Tennessee’s iconic 2018 Bonnaroo Music & Arts Festival with the first-ever “LaundROO Lounge and Vintage Clothing Swap, Powered by LG” – an interactive destination for festival goers to refresh their style, as well as their mind and body.

Over the four-day outdoor festival, LG hosted nearly 7,000 visitors and washed 1,200-plus loads of laundry at the LG LaundROO Lounge produced in collaboration with Live Nation’s experiential marketing team. Located in the heart of the 700-acre site, the 3,600-square-foot Lounge featured a cutting-edge wash’n’fold service outfitted with a total of 50 **LG washing machines and dryers** along with **LG Styler** clothing care systems. In addition to getting their laundry clean free of charge by LG, visitors to the air-conditioned lounge enjoyed mobile phone charging stations, interactive gaming stations featuring LG OLED TVs, indoor and outdoor hangout spots and more – all compliments of LG, the Official Washing Machine and Official TV partner of Bonnaroo 2018.

“LG brings the best innovations to make consumer’s lives easier and more efficient. As a camping festival, Bonnaroo brings together great music and even better vibes,” said Dave VanderWaal, senior vice president of marketing, LG Electronics USA. “As resident Tennesseans, we wanted to take part and encourage festival goers to go out and have fun, dance in the mud and #GetDirty because LG will be there to help you get clean at Bonnaroo and at home.”

At the Lounge's Vintage Clothing Swap, LG tapped Bonnaroo's unique culture of positivity and community and helped thousands of visitors swap their clothes for a new look that best captures their personal style from the LG vintage clothing closet. With the help of much-beloved vintage shop [What Goes Around Comes Around](#), LG stocked the racks with 3,000 pieces of curated clothing and washed the swapped clothes before adding them to the closet for others to shop.

From the Bonnaroo Community to the Clarksville Community

After Bonnaroo, the gently-used washers and dryers and about 2,000 pieces of clean clothing from the vintage clothing swap are being donated to worthy local non-profit organizations in cooperation with United Way of the Greater Clarksville Region. Dozens of LG 4K UHD TVs featured at Bonnaroo are being provided to the Clarksville-Montgomery County School System.

Middle Tennessee is the U.S. home of LG home appliances. Dovetailing with its leading role at the 2018 Bonnaroo Music & Arts Festival in Manchester, LG is nearing completion of its \$250 million washing machine plant in nearby Clarksville in Montgomery County. The new million-square-foot factory, expected to be the world's most advanced washing machine production plant, will bring 600 full-time jobs to the area. Starting later this year, the factory will begin producing front- and top-load washing machines with the ability to produce more than one million LG washers annually.

Bob Rolfe, Commissioner of Economic and Community Development for the State of Tennessee, applauded LG's unique presence at Bonnaroo and the company's valued role as a good corporate citizen in Middle Tennessee. "In addition to investing a quarter billion dollars and creating hundreds of good jobs for Tennesseans at its new Clarksville washing machine plant, LG is demonstrating its commitment to giving back to the community. Bringing LG's advanced washers to Bonnaroo was a huge hit among festival goers, and it's wonderful that these products are going to good use in the local community following the event. That's what they mean by saying 'Life's Good with LG.'"

‘Ultimate LG Laundry Room’ for Bonnaroo and Beyond

LG washing machines and dryers are lauded as the most reliable in all key laundry product categories, according to a leading U.S. consumer products publication. According to J.D. Power, “LG received more 2017 customer satisfaction awards for Kitchen and Laundry Appliances than any other manufacturer.”* The recognition by J.D. Power coincides with LG’s rank as Number One in the 2017 American Customer Satisfaction Index’s home appliance industry survey, which is a U.S. consumer satisfaction survey of customers rating their experience with home appliance companies. This marks the third consecutive year that American consumers rated LG highest.**

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**LG received the highest numerical score in the respected segments of the J.D. Power 2017 Laundry and Kitchen Appliance Satisfaction Study, based on 6,241 (kitchen) and 14,745 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed February-March 2017. Your experiences may vary. Visit jdpower.com.*

***LG holds the number one spot in the American Customer Satisfaction Index® survey among home appliance companies from 2015 to 2017 (tied in 2015).*

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About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

About the American Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 180,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at www.theacsi.org.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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. LG is a 2018 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

Media Contacts:

LG Electronics USA

Taryn Brucia
201 816 2187
taryn.brucia@lge.com

Katherine O'Keefe
212 884 4026
katherine.okeefe@lg-one.com