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LG DELIVERS SERIOUS SURPRISE TO A SERIOUS WATCHER

*Cast Members from Netflix Original Series ‘Stranger Things’
Hand-Deliver LG OLED TV to Unsuspecting Fan*

ENGLEWOOD CLIFFS, N.J., Oct. 19, 2017 — LG Electronics USA is at it again, surprising TV’s most Serious Watchers with the only state-of the-art viewing experience worthy of their love and dedication to television in the second installment of the “LG Serious Deliveries” social media campaign.

In the latest installment of the Serious Deliveries campaign, LG continues its collaboration with legendary prank director Jeff Tremaine and FCB New York to surprise an unsuspecting fan with a special delivery of an LG OLED TV.

Expecting a routine delivery of an LG OLED TV she ordered a day earlier, *Stranger Things* super fan Tish instead finds herself staring at some of her favorite actors from the show when she opens the front door. Delivered by the beloved Netflix original series *Stranger Things* stars, Gaten Matarazzo (Dustin Henderson) and Noah Schnapp (Will Byers), Tish is shocked to find her favorite characters at her door. Her reaction and what happens next is a must-see. The video of the full experience can be viewed at www.SeriousWatcher.com.

Defined as those who watch 10 or more episodes a week and view content from multiple sources, a new breed of TV viewer – the “**Serious Watcher**” – has emerged from the crammed DVR and binge-watching era of TV today. These watchers make no exception when it comes to prioritizing their favorite shows in both their personal and social life and will do almost anything to watch their favorite content.

“This was a fun video to create but it also underscores for us the rise of the Serious Watcher and how LG OLED TVs deliver to these super fans an unparalleled viewing

experience,” said Michelle Fernandez, head of home entertainment marketing, LG Electronics USA. “With the rapid rise of streaming services and the incredible content they deliver, the consumer relationship with television has been redefined. Now more than ever, the Serious Watcher is emotionally connected to their favorite shows and characters and LG OLED is there to deliver the best home viewing experience possible.”

“LG is once again proving how it pays to be a Serious Watcher. By giving crazy passionate fans like Tish this kind of experience, we’re reminding people they owe it to themselves and the show creators to view these shows the best way possible,” said Stu Mair, Executive Creative Director at FCB New York, who worked with LG on the online video campaign.

As the OLED TV pioneer, LG offers the industry’s widest OLED TV selection with 10 critically-acclaimed, category-leading models including the amazing blade-slim B7 and C7 LG OLED TV series, Picture-on-Glass E7 and G7 LG SIGNATURE OLED TV series, and the unique cr Picture-on-Wall design of the LG SIGNATURE OLED TV W7 series also known as “Wallpaper TV” for its ultra slim 1/10th inch profile which literally sticks flat to the wall

For more information on LG OLED TVs, please visit www.seriouswatcher.com.

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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 sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme.

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