

FOR IMMEDIATE RELEASE

LG MEMORIAL DAY ENERGY STAR PROMOTIONS OFFER BIG SAVINGS, EXTENDED WARRANTIES ON HOME APPLIANCE ESSENTIALS

Promotions Include Allergy-Friendly Washers with Advanced Sanitization, Industry's Largest Capacity French Door Refrigerators and Smart Appliances with Proactive Customer Care

ENGLEWOOD CLIFFS, N.J., May 15, 2020 – ENERGY STAR® Partner of the Year LG Electronics USA's **Memorial Day promotions** are back with featured savings on today's home appliance essentials from the country's most-awarded appliance brand in customer satisfaction.¹ From the kitchen to the laundry room and the spaces in between, **LG** is bringing consumers big savings on energy-efficient, time-saving products that help make life easier at home. Available now, the promotion runs through June 3 at participating retailers nationwide and on LG.com for select models.²

Peace of Mind with Extended Warranties and LG Proactive Customer Care

Shoppers can spend with peace of mind when they upgrade to LG ENERGY STAR certified smart appliances featuring LG Proactive Customer Care – the industry-first personalized customer support tool that provides customized maintenance tips and monthly usage reports to help keep appliances performing their best, along with alerts that warn of potential issues before they arise.

Now through July 22, purchase an **eligible model** at a qualifying retailer and start protecting it through the LG ThinQ™ app to receive an additional One-Year Limited Extended Warranty.³ Appliances eligible for this promotion include select LG and LG STUDIO kitchen appliances – like LG's premium four-door refrigerators (including those with the new LG Craft Ice™ feature). Also bringing peace of mind are ENERGY STAR certified LG appliances that help consumers save energy, water and money, while saving the planet.

Advanced Sanitization and Allergy-Friendly Protection

Consumers can bring home big savings on America's #1 ranked washers and dryers in performance and reliability, **according to a leading consumer magazine**. Choose from a range of LG washing machines with advanced cleaning and fabric sanitization features designed to help protect families – including washers that are **CERTIFIED *asthma and allergy friendly***[®] by the Asthma and Allergy Foundation of America to eliminate virtually all allergens, dust mites and pet dander. Consumers also can save water and energy with LG ENERGY STAR certified washer and dryers.

- Upgrade to LG's TurboWash[®] Time Saver Suite with an LG TurboWash ENERGY STAR front-load washer (**WM3900HBA**), LG SideKick pedestal mini washer (**WD100CB**), ENERGY STAR dryer (**DLEX3900B**), and pedestal (**WDP4B**) for as low as \$2,226 (a \$1,180 savings).
- Save time with TurboWash ENERGY STAR front-load washers that deliver a complete clean, even for big loads in under 30 minutes.⁴ Score the **WM4370HKA** and matching ENERGY STAR dryer each for \$949 (\$700 in combined savings).
- Score top savings on top-load ENERGY STAR washers like LG TurboWash3D washers that deliver a complete and gentle clean. Get the **WT7300CW** and matching ENERGY STAR dryer each for \$699 (\$400 in combined savings).
- Save up to \$300 on **LG Styler** – a first-of-its-kind steam clothing care system that uses the gentle power of steam (no chemicals) to refresh and sanitize fabrics, including jackets, clothing, bags, pillows and even stuffed animals.
- Score an **LG CordZero stick vacuum** for as low as \$499 and enjoy cleaning with strong suction and two rechargeable, detachable quick release batteries that let you clean and charge at the same time for up to 80 minutes of uninterrupted performance.

More Savings for Less from the Industry's Most-Awarded Kitchen Appliance Brand

Get more style and innovation for less with value-packed LG kitchen packages featuring ENERGY STAR certified refrigerators, dishwashers and more:

- Upgrade your kitchen with the Craft Ice Kitchen Suite, a 4-piece kitchen bundle that features LG's iconic **LG InstaView Refrigerators with Craft Ice (LRFVS3006S)**, electric range (**LSE4611ST**), microwave (**LMV2031ST**), and dishwasher (**LDT7808SS**) for just \$4,820 (a savings of \$2,326 after 10% instant or mail-in rebate plus manufacturer's savings).
- Shoppers can take advantage of LG's Super Saver Package for \$2,991 (a savings of \$1,955 after 10% instant or mail-in rebate plus manufacturer's savings). The 4-piece package includes an LG InstaView Refrigerator (**LFXS26596S**), electric range (**LRE3061ST**), microwave (**LMV2031ST**), and dishwasher (**LDF5545ST**).
- Save up to \$900 on the industry's largest capacity French Door refrigerators⁵ – including **LG's 30 cu. ft. InstaView Refrigerator with Craft Ice** available for \$3,099.
- Enjoy up to \$1000 in savings on select **LG InstaView Refrigerators with Craft Ice** that make exclusive, slow-melting round ice on demand for upscale, craft drinks at home.
- Save up to \$900 on the range that lets you bake like a professional with **LG ProBake Convection™** that delivers optimal heat distribution for more consistent heating.
- Take home an **LG QuadWash™** dishwasher with advanced sanitization and cleaning from every angle with four Multi-Motion spray arms for as low as \$479. Upgrade to **LG QuadWash with TrueSteam®** for up to 60 percent fewer water spots on dishware⁶ and enjoy savings of up to \$250 on select models.

To shop all of LG's Memorial Day ENERGY STAR savings, visit www.lg.com/us/promotions.

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¹J.D. Power ranked LG highest in 2019 customer satisfaction for French-door refrigerators two out of three years, side-by-side refrigerators two years in a row, top-mount freezer refrigerators five years in a row, and dishwashers two out of three years. LG received the highest numerical score in the respective segments of the J.D. Power 2019 Appliance Satisfaction Study, based on 10,355 (kitchen) and 4,037 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed March-April 2019. Your experiences may vary. LG home appliances have earned 29 J.D. Power awards since 2006. Visit jdpower.com.

² Prices, promotions and availability may vary by store and online. Prices subject to change without notice. Terms and Conditions apply. Details available at www.lg.com/us/promotion.

³ One-year warranty applies to eligible Proactive Customer Care models registered with LG ThinQ app. Details available at lg-promos.com/us/en/pages/proactivecare/home.

⁴ Based on independent testing comparing models WM3900HBA and WM4370HWA in normal cycle with TurboWash™360 option, 10 lb. load vs. TurboWash® 2.0 option, 8 lb.load (Feb. 2019)

⁵ Among Standard-Depth refrigerators based on LRFV3006S and LRMV3006S.

⁶ Percent in water spot reduction compared to comparable LG non-steam dishwasher on delicate wash cycles. Results may vary by model. Results based in 2018 testing with LG LDF7774ST

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global innovator in technology and manufacturing. In the United States, LG's focus on Innovation for a Better Life is exemplified by 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 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LG.com.

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