

FINAL**LG AND BUZZFEED'S TASTY ANNOUNCE FIRST-EVER
COOKIE SUBSCRIPTION BOX**

*Exclusive Co-Branded Seasonal Cookie Baking Kits Pair Perfectly
with LG ProBake Ovens: 'The Official Oven of the Tasty Kitchen'*

ENGLEWOOD CLIFFS, N.J., Oct. 7, 2019 – **LG Electronics USA**, the most-awarded kitchen appliance brand,¹ and BuzzFeed's Tasty, the world's largest social food network, have teamed up to make it easier than ever to bake the perfect cookie with Tasty's first-ever food-based subscription box featuring recipes designed to be baked best in LG ovens and ranges featuring the brand's exclusive ProBake Convection® technology.

Through a shared mission of making home tasks easier than ever, the two essential home brands have launched the "LG | Tasty Cookie Club," delivering seasonal cookie baking kits, which include step-by-step recipe directions, perfectly proportioned organic, natural ingredients, as well as stylish, essential cooking tools that can be used long after the cookies have cooled.

As the "Official Oven of the Tasty Kitchen," **LG ranges and ovens with ProBake Convection** – the gold standard in convection technology - deliver even baking results on every rack, every time² and in less time compared to traditional baking. Inspired by pro-style ranges, LG ProBake moves the heating element from the bottom of the oven to the back wall along with a fan that circulates the warm air for optimal heat distribution and faster cooking times compared to a conventional oven.

The Cookie Kits will be delivered quarterly to consumers' doorsteps and provide everything home chefs need to bake new twists on traditional treats inspired by Tasty, such as the "Pumpkin Spice and Everything Nice Cookie Sandwich Kit" for fall, "Ultimate Gingerbread House Cookie Kit" for winter, "Unicorn Pinwheel Swirl Cookie Kit" for spring, and "Everything but the Oven Chocolate Chippy Cookie Kit" for summer.

Consumers purchasing qualifying LG range and ovens with ProBake or built-in wall ovens in November and December receive a complimentary year-long cookie kit subscription³ – just look for LG ovens featuring the “LG | Tasty Cookie Club” hangtags at retail stores nationwide. Plus, Tasty fans can also sign up for the “LG | Tasty Cookie Club” at lgtastycookieclub.com or purchase a standalone kit for \$40 with shipping included.

“We’re always finding new ways to cater to our audience, and our data-driven insights show that ease of access is a big priority for Tasty users,” said Jake Bronstein, Head of Partner Innovation at BuzzFeed. “By joining forces with LG to bring ingredients and supplies for baking both inventive and classic desserts right to their doorstep, we can fulfill Tasty’s mission of making cooking fun and accessible for home chefs of all skill levels.”

As part of the LG and Tasty collaboration, LG and Tasty will launch a series of custom branded videos featuring new recipes with acclaimed restaurateur and Tasty’s Executive Chef in Residence, Marcus Samuelsson, as well as Rie McClennny, a fan favorite Tasty Creator, across the BuzzFeed network, tapping into BuzzFeed’s massive audience of more than 450 million people globally. Consumers can also purchase Tasty cookies at Tasty’s marquee at Madison Square Garden through year-end and check out LG and Tasty’s partnership at other experiential activations throughout the year.

“Tasty inspires its massive audience to get creative in the kitchen – and LG offers the right tools to cook and bake at home like a pro with America’s most-awarded appliances,” said David VanderWaal, senior vice president of marketing, LG Electronics USA. “LG aims to make life good for consumers and through this unique partnership we’re introducing a new generation of consumers to the best way to bake the perfect cookie every time with LG ProBake Ovens.”

With “Cookie Club,” Tasty and LG bring both joy and a utility to anyone looking to bake photo-worthy, delicious desserts, while showcasing the real-world application of LG ProBake Convec-

tion technology. For more information on the “LG | Tasty Cookie Club” visit lgtastycookieclub.com.

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¹ J.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. Visit jdpower.com

² *Disclaimer: Compared to LG's conventional ovens.*

3 Consumers purchasing any LG core range model with a ProBake Convection® oven or any LG core wall oven model with a True Convection oven between November 1, 2019 and December 31, 2019 (the “Program Period”) will be qualified to receive a one-year subscription to the LG | Tasty Cookie Club, which will provide one Cookie Club kit every three (3) months—for a total of four (4) DIY Cookie Club kits delivered per twelve (12) month period, via online rebate subject to the terms and conditions below. U.S. only for delivery. Consumers may submit their claim to LG Electronics USA online at: <https://www.lg.com/us/cooking-appliances>. Terms & Conditions apply.

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 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 2019 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

About BuzzFeed

BuzzFeed is the world’s leading tech-powered media company, with a cross-platform news and entertainment network that reaches hundreds of millions of people globally. The company produces articles, lists, quizzes, videos, original series; lifestyle content through brands including Tasty, the world’s largest social food network; original reporting and investigative journalism through BuzzFeed News; strategic partnerships, licensing and product development through BuzzFeed Marketing; and original productions across broadcast, cable, SVOD, film and digital platforms for BuzzFeed Studios.

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