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KICK OFF FALL WITH TOP HOME APPLIANCE AND ENTERTAINMENT DEALS DURING LG'S LABOR DAY SAVINGS EVENT

Experience Huge Savings on LG Kitchen, Laundry, and Cleaning Appliances, TVs, Soundbars, Monitors, Laptops, and More

ENGLEWOOD CLIFFS, N.J., August 30, 2024 – Take advantage of spectacular end-of-summer savings on LG home entertainment products and upgrade your home with kitchen, laundry and cleaning appliances from America's most reliable line of home appliances and now the #1 appliance brand in the US.¹ From today through September 11th, save 30% or more on select home appliances, and take advantage of free installation on select LG Refrigerators or Laundry products². Select two-year extended coverage plans are available for as low as \$1. Additionally, save up to \$900 on select LG OLED TVs and enjoy free wall mounting or stand setup with select LG TVs now through September 8th.³

Experience Colorful Fall Savings on LG's MyColor™ Refrigerator

Save big this Labor Day with LG's all-new Smart InstaView® Door-in-Door® Standard-Depth MAX 4-Door French Door Refrigerator with MyColor™ ([LF29S8365S](#)), available now for \$2,699.00 (\$400 off MSRP). Change the color of the InstaView® window's interior LED lighting with five vibrant color choices⁴ to fit your mood, complement your kitchen, or showcase your game day pride. Maximize your space with 29 cu. ft. of capacity and wide-open shelves for all your entertaining needs, all in a sleek, contemporary design.

Stylish Whites After Labor Day with LG STUDIO's Essence White

For a timeless and streamlined look, LG STUDIO Essence White products create an effortless aesthetic featuring a soft matte-white finish that complements any kitchen or home design. The Essence White lineup of products includes kitchen such as a refrigerator, slide-in ranges, over-the-range microwave, dishwasher, and more.

- Save \$500 on LG STUDIO's 27 cu. ft. Smart Counter-Depth MAX™ French Door Refrigerator ([SRFB27W3](#)) with a luxurious, unique matte-white finish and elevated light bronze handles⁵ to accent your space. LG's Linear Cooling™ technology maintains temperatures to keep food fresh for longer⁶, now available for \$2,599.00.

- Cook like a pro with four types of cooking using LG STUDIO's 6.3 cu. ft. InstaView® Electric/Gas Slide-in Range with ProBake Convection® and Air Fry ([LSES6338N/LSGS6338N](#)), now \$2,499.00 and \$2,599.00, respectively (each \$300 off MSRP). Get even baking results on every rack with LG's ProBake Convection®⁷, crispy flavors without the guilt with Air Fry, cook tender meats with Air Sous Vide, and take advantage of five cooktop burners for the ultimate flexibility in the kitchen.
- Experience energy-efficient induction cooking with the LG STUDIO 6.3 cu. ft. InstaView® Induction Slide-in Range with Air Fry and Air Sous Vide ([LSIS6338NE](#)), now for \$3,399.00 (\$500 off MSRP). Cook with precision using LG's ProBake Convection and Induction Cooktop and enjoy air frying and sous viding all with one appliance, saving you counter space.
- Now available for \$699.00 (\$250 off MSRP), the LG STUDIO 1.7 cu. ft. Over-the-Range Convection Microwave Oven with Air Fry ([MHES1738N](#)) features an elevated design with modern flat panels and streamlined pocket handles to seamlessly fit into your space. It delivers crispy flavor fast with no preheating required thanks to Air Fry cooking.
- Clean with ease thanks to LG STUDIO's Smart Top Control Dishwasher with 1-Hour Wash & Dry, QuadWash® Pro, TrueSteam® and Dynamic Heat Dry™ ([SDWB24W3](#)), now \$1,299.00 (\$200 off MSRP). Its exclusive Essence White finish offers sophistication and a timeless look, while LG's leading 1-hour wash and dry cycle keeps dishes sparkling clean in less time.

Spin Into Savings This Labor Day with LG Laundry & Steam Closet Appliances

- Make laundry day easier than ever and energy-efficient with LG's Mega Capacity Top Load Washer ([WT8400CB](#)), now available for \$799.00 (\$300 off MSRP). Save time and energy with AI Wash cycles, which select the best wash cycle based on load size and fabric texture, and ezDispense®, which dispenses the perfect amount of detergent. Additionally, the washer's EasyUnload™ design features an angled front for a more comfortable reach to retrieve stray items without sacrificing capacity.
- Save \$300 on LG's Ultra large Capacity Rear Control Dryer with EasyLoad™ and AI Sensor Dry™ ([DLE8400BE](#)) and boost your laundry efficiency. Now retailing for \$799.00, the dryer's EasyLoad™ 2-way door opens like a hamper to prevent clothes from hitting the floor when transferring from the washer to dryer, and swings wide for effortless unloading straight into your laundry basket.
- Keep your clothes wrinkle-free and refreshed with the LG Styler® Smart Wi-Fi Enabled Steam Closet with TrueSteam® Technology and Exclusive Moving Hangers ([S3WFBN/](#)



Life's Good.

[S3MFBN](#)), now available for \$1,099.00 and \$1,299.00, respectively (each \$400 off MSRP). Sanitize and deodorize hard-to-wash items with chemical-free TrueSteam® Technology. Shake off dust and allergens like pollen and pet dander with LG's exclusive moving hangers.

Breathe Easy this Labor Day with Top Deals on LG's Air Care Products

Get ready for fall allergies and back to school with LG's PuriCare™ 360 with NanoFiber True HEPA ([AS601HBB0](#)) now retailing for \$259.99 (\$40 off MSRP). The sleek, compact PuriCare 360 effectively removes dust and allergens, such as pollen and pet dander, and is certified asthma & allergy friendly® by AAFA (Asthma and Allergy Foundation of America). Perfect for small or large rooms, it offers smart air quality monitoring for a healthier living environment.

Labor Less and Watch More with LG's Audio-Visual Products

Enhance your viewing experience this Labor Day with breathtaking picture quality and immersive sound. Get 25% off the LG Soundbar when you bundle select LG G and C Series OLED evo TVs with qualifying soundbars like the S95TR and SG10TY models, through September 1st.⁸ Plus:

- Save 25% on a S95TR or S90TR soundbar when bundling C4 and G4 OLED evo TVs (83" – 55" models), respectively.⁸
- Save 25% on a SG10TY soundbar when bundling with a LG G4 (83" – 65" models).⁸

Save up to \$699.01 off MSRP on LG's top-of-the-line OLED evo G4 Series TVs ([OLED77G4WUA](#)) for exceptional brightness and high-contrast picture quality, even in well-lit rooms with Brightness Booster Max and LG's Alpha 11 AI processor. Enjoy immersive audio and visuals with Dolby Vision™, Dolby Atmos®, and FILMMAKER MODE™, and elevate your gaming experience with the G4's 144Hz refresh rate and NVIDIA® G-SYNC® compatibility. Select sizes are now retailing for \$2,299.99 – \$5,799.99 after discounts.

Create the perfect at-home movie night with LG's OLED evo C4 Series TVs ([OLED77C4PUA](#)), featuring vibrant picture quality, Dolby Vision, Dolby Atmos, FILMMAKER Mode, Brightness Booster, and LG's Alpha 9 AI Processor. Now available from \$1,099.99 – \$4,299.99 after discounts (up to \$1,009.01 off MSRP).

Additionally, create a unique viewing experience at home or on the go with LG's CineBeam Q projector ([HU701PB](#)) and receive a free LG XBOOM 360 Wireless Speaker ([XO2TBK](#)) with your purchase, now through September 8th.⁹

Score big on LG UltraGear™ Gaming Monitors & gram Laptops



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Save up to 30% off select UltraGear Monitors now through September 1st and get up to \$400 off select LG gram laptops. Plus, receive a free pair of wireless TONE Free® T80 earbuds when purchased with select gram models¹⁰.

- Save \$500 on LG's 34" UltraGear OLED Monitor ([34GS95QE-B](#)), which features a dramatic 800R curve to immerse you in all the action. Now retailing for \$799.99, the 34" UltraGear monitor offers a gaming speed up to 240Hz and 0.03ms response time for smooth and fast gaming.
- Surround yourself in whatever you're playing with the LG 39" UltraGear OLED Monitor ([39GS95QE-B](#)), featuring a 800R curved OLED screen, now available for \$999.99 (\$500 off MSRP). Experience ultra-fast gaming, bright colors, and deep, rich blacks, with smooth gameplay and reduced screen tearing thanks to NVIDIA G-SYNC compatibility and AMD FreeSync™ Premium Pro.
- Save \$500 off MSRP on LG's 45" UltraGear™ OLED Monitor ([45GS96QB-B](#)), designed with gamers in mind. Enjoy vivid color and picture quality, a 240Hz refresh rate, and 0.03ms response time for smoother and more immersive gameplay, now retailing now for \$1,199.99.
- Take advantage of portability and high performance with the LG gram Pro 17" laptop ([17Z90SP-E.ADB9U](#)), now retailing for \$2,099.99 (\$400 off MSRP). Unlock the power of AI with Intel® Core™ Ultra processors¹¹ for immersive graphics and high performance, along with Windows 11, all packed into a super lightweight formfactor just over 3 lbs.
- Save \$300 on LG's gram Pro 16" 2-in-1 ([16T90SP-K.ADB9U1](#)) and experience ultimate versatility with its sleek formfactor, ultra-light weight design, OLED touch display, AI-enabled Intel Core Ultra 7 155H processor¹¹, and Windows 11, now available for \$1,799.99.

For more details and to shop all of LG's Labor Day savings, visit www.lg.com/us/promotions.

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EDITOR'S NOTES:

These promotions may or may not be able to be combined with one another.

¹#1 Appliance Brand in the US. Source: Open Brand Durable IQ Market Research, Major Appliances Q2 2024
²Purchase a select LG Refrigerator or Laundry product and receive Free Installation. Available only on lg.com. To receive the free installation, the "In-Home Delivery with Installation" shipping option must be selected during checkout. If any of the qualifying items are removed from the cart or part of the order is canceled or returned, the promotional savings will be void. Prices and offers are non-redeemable for cash and non-transferable.

³ Purchase select LG TVs and receive free wall mounting by Handy (up to a \$164.99 value) with one (1) free compatible wall mount bracket (up to a \$99.99 value) or free TV Stand Setup (up to a \$49.99 value). Free wall



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mounting with one (1) free compatible wall mount bracket or free TV Stand Setup savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Handy wall mounting and service or TV Stand Setup service must be added to the original TV order and is not redeemable separately. Wall mounting by Handy includes installation of TV mounting bracket, mounting of TV, and load testing the hardware. Wall mount not included and must be purchased separately. TV Stand Setup service includes unboxing, package removal, installation of provided TV stand, place on flat surface, TV plug in, connect to one video source. TV Stand Setup does not include uninstallation of existing TV & haul away. Prices and offers are non-redeemable for cash and non-transferable. Availability, prices and terms of offer are subject to change without notice. Available on <http://LG.com> from August 26, 2024 through September 8, 2024. Availability, prices and terms of offer are subject to change without notice. [Click here for Handy full terms: [LG + Handy](#).]

⁴ Five colors available by default. The color and brightness of the MyColor™ LED light may vary based on the environment where the refrigerator is installed. Leaving the MyColor™ light on for prolonged periods may reduce the lifetime of the LED light.

⁵ Actual product color may vary due to photographic lighting, appliance finish, or computer display settings.

⁶ Than other LG models. Based on LG internal tests between LFXS30796D and LRFDS3006S and in combination with Linear Cooling and Smart Cooling technologies.

⁷ Compared to LG's conventional ovens.

⁸ Purchase select LG OLED with select LG Soundbar in a single transaction on <http://www.LG.com> between June 3, 2024 and September 1, 2024 and receive 25% off Soundbar purchase price as bundle discount. Soundbar and eligible TV must be purchased in the same order. There are select LG TV and Soundbar bundle offers, details listed below. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable and may not be combined with any other offers/discounts. Availability, prices and terms of offer are subject to change without notice.

⁹ Purchase an LG CineBeam Q 4K UHD Smart Portabe Laser Projector and a LG XBOOM 360 Wireless Speaker in a single transaction on [LG.com](http://www.LG.com) and receive instant additional savings equal to the value of the XO2TBK LG XBOOM 360 Wireless Speaker. Available on [LG.com](http://www.LG.com) from 8/12/2024 - 9/8/2024. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart or part of the order is canceled or returned, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable. Availability, prices and terms of offer are subject to change without notice.

Eligible Projector: HU710PB

Eligible Speaker: XO2TBK

¹⁰ Purchase an eligible LG gram Pro Laptop and a LG TONE Free ® T80 Dolby Atmos® True Wireless Bluetooth Earbud in a single transaction on [LG.com](http://www.LG.com) and receive instant additional savings equal to the value of the LG TONE Free ® T80 Dolby Atmos® True Wireless Bluetooth Earbud. Available on [LG.com](http://www.LG.com) from 8/26/2024 - 9/8/2024. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart or part of the order is canceled or returned, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable. Availability, prices and terms of offer are subject to change without notice.

¹¹ Intel®, the Intel logo, and Intel Core are trademarks of Intel Corporation or its subsidiaries.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$68 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions, and vehicle components. LG is ten-time ENERGY STAR® Partner of the Year. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. www.LG.com.

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