

FOR IMMEDIATE RELEASE**LG OFFERS LABOR DAY SAVINGS AND INCENTIVES
ON ENERGY STAR HOME APPLIANCE ESSENTIALS**

*Save on Industry's Largest Capacity French Door Refrigerators,
Advanced Laundry Appliances, Smart Dishwashers and More*

ENGLEWOOD CLIFFS, N.J., Aug. 27, 2020 – **LG's Labor Day Promotion** is under way with savings on sought-after 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, ENERGY STAR® Partner of the Year **LG Electronics USA** is bringing consumers savings on energy-efficient, time-saving products that help make life easier at home. The price promotion runs through Sept.16 at participating retailers nationwide and LG.com for select models.²

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

Take advantage of savings on industry-leading kitchen appliances that come equipped with LG's AI customer service solution, **Proactive Customer Care**,³ as well as ENERGY STAR-certified refrigerators, dishwashers and more:

- Save \$800 on the industry's largest capacity French Door refrigerators⁴ – including **LG's 30 cubic-foot InstaView Refrigerator with Craft Ice**; available for **\$3,199**.
- Save \$700 on **LG ProBake Convection™**, the range that lets you bake like a pro with optimal heat distribution; available for **\$2,199**.
- Take home an **LG QuadWash dishwasher** for up to 60 percent fewer water spots on dishware and now offering advanced sanitization and cleaning from every angle with four Multi-Motion spray arms⁶ for as low as **\$849** (a savings of \$300).

Advanced Sanitization and Allergy-Friendly Protection – Only from LG

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 selection 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:

- Get the 4.5-cubic-foot LG Front Load Washer with TurboWash™ 360 Technology to power clean big loads in under 30 minutes (**WM3900HBA**) and matching electric dryer (**DLEX3900B**) in premium black steel finish each for **\$849** (a total savings of \$700).
- Save on the **5.5-cubic-foot LG Top Load Washer with TurboWash3D™ Technology** with a powerful yet gentle clean in 29 minutes (**WT7800CV**); and matching electric dryer (**DLEX7800VE**) in graphite finish, each for **\$899** (a total savings of \$600).

Consumers can also take home an LG Visa Prepaid Card in the amount of 5 or 10 percent of the pre-tax purchase price by a digital or physical card when they bundle eligible LG kitchen, laundry and select vacuum purchases from participating retailers through Oct. 21. In addition to the 10 percent rebate, consumers can purchase a four-piece bundle of select LG kitchen appliances and receive a bonus discount of up to \$289 on the latest kitchen appliances.⁶

To shop all of LG's 2020 Labor Day savings, visit www.lg.com/us/promotions.

###

¹ According to the 2019 American Customer Satisfaction Index (ACSI) survey of customers rating their household appliance manufacturers. The American Customer Satisfaction Index (ACSI) is the only national cross-industry measure of customer satisfaction in the United States. Each year, the ACSI uses data from interviews with roughly 250,000 customers as inputs to an econometric model for analyzing customer satisfaction with more than 380 companies in 46 industries and 10 economic sectors. To learn more about the American Customer Satisfaction Index, visit www.theacsi.org. According to the 2019 American Customer Satisfaction Index (ACSI) survey of customers rating their household appliance manufacturers, LG is second to none in product quality and value, tying with another manufacturer in this year's report.

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/promotions.

³ For a list of models with Proactive Customer Care, please visit: lg-promos.com/us/en/pages/proactivecare/home.

⁴ Among Standard-Depth refrigerators based on LRFV3006S and LRMV3006S.

⁵ 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. LG TrueSteam Dishwashers are certified by the National Sanitization Foundation to achieve a minimum 99.999 percent reduction of bacteria and reach a final rinse temperature greater than 150°F when operated on the Steam cycle.

⁶ Eligible bundles are as follows: LMX2826S, LREL6323S/LRGL5823S, LMV1831ST, LDF5678SS; LMXS28626D, LREL6323S/LRGL5823S, LMV1831BD, LDF5678BD; LMFCS22520S/D, LREL6323S/D and LRGL5823S/D, LMV1831ST/BD, LDF5678SS/BD

About LG Electronics

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.

Media Contacts:

LG Electronics USA

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

Tripp Potts
Tripp.Potts@lg-one.com
502 235 8040