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LG CHANNELS EXCLUSIVE DOCU-SERIES “THE RIVALRIES” FEATURES TAMPA BAY AREA’S GREATEST BASEBALL RIVALS

*Streaming Exclusively on LG Smart TVs, Third Episode Details Spirited Collegiate
Baseball Rivalry as Told by the Players, Coaches, and Fans*

ENGLEWOOD CLIFFS, N.J., June 17, 2022 – [LG Electronics USA](#), an official partner of the NCAA®, announced the third episode of *The Rivalries*, a docu-series that highlights college sports’ most intense rivalries. “Melee In The Bay” which premieres Monday, June 20 at 8:00 p.m. ET, offers a behind-the-scenes look into a level of rivalry rarely seen in Division II baseball, the Florida Southern Mocs versus the University of Tampa Spartans.

From growing up as teammates to transforming into foes once recruited onto different teams, the third episode of *The Rivalries* is brimming with competition and a whole-hearted love for the game. Located a mere 11 miles apart, Florida Southern and the University of Tampa, have shared a vibrant rivalry for as long as the Tampa Bay area can remember. With Florida Southern holding nine National Championship titles, and the University of Tampa hot on their heels with eight, this rivalry has picked up heat as the two schools race toward the coveted spot of most national championship titles won.

The Rivalries series is available free and exclusively on the NCAA Championships Channel (Channel 100) via LG Channels on LG Smart TVs. Each episode highlights a different sports rivalry as told through interviews, historical moments, and the most recent game footage. Future episodes will be announced at a later date.

The exclusive content series is part of a three-year partnership with the NCAA, Turner Sports, and CBS Sports for category exclusive marketing and distribution rights to NCAA Championship competitions that will expand the reach of college sports to legions of current fans and generations of new ones. LG's support of the NCAA Championships will include multiple initiatives to inspire fans and support student athletes including the recent launch of the NCAA Championships Channel, which will feature up to 50 NCAA Fall, Winter and Spring championships, both live and on-demand via LG’s exclusive free streaming service, LG Channels.

Learn more about LG’s NCAA partnership, *The Rivalries* docu-series and the NCAA Channel exclusively on LG Smart TVs, by visiting [LG.com/NCAA](https://www.lg.com/NCAA).

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$63 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 a seven-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.

About LG Channels

LG Channels is LG's exclusive free streaming service, offering a wide selection of premium live and on-demand programming, including movies, TV shows, news, sports, childrens' programs, and more. With more than 350 channels and growing, LG TV owners can easily discover their favorite programs by launching the LG Channels application on their LG TV's webOS platform (LG smart TV models 2016-present).

About the NCAA®

The NCAA is a diverse association of more than 1,000 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit ncaa.org and ncaa.com for more details about the association and the corporate partnerships that support the NCAA and its student-athletes. NCAA is a trademark of the National Collegiate Athletic Association.

Media Contacts:

LG Electronics USA

Chris De Maria

christopher.demaria@lge.com