

FOR IMMEDIATE RELEASE

**‘WHOLE HOME CONCEPT HOUSE’ SPOTLIGHTS
HEALTHY LIVING WITH ADVANCED LG HOME APPLIANCES**

*Most-Awarded Home Appliance Brand Brings ‘Asthma & Allergy Friendly’
Certified LG Appliances to House Beautiful’s Healthy Concept House*

NASHVILLE, Tenn., Oct. 16, 2019 – Named presenting sponsor of House Beautiful’s 2019 Whole Home Project Concept House, **LG Electronics USA** is spotlighting the marriage of healthy living and design at one of the nation’s premier show home events. Back this year in its second iteration, the custom-built concept home features design cues and product innovations that highlight the prevalent demand for healthier living and sustainability in home design.

Located in Nashville – nearby the state-of-the-art **LG washing machine factory** in Clarksville – the 2019 Whole Home Concept House is “powered by” innovations from LG, the most-awarded home appliance brand in the United States.¹²³ Devoted to better living through design, the house showcases two dozen cutting-edge LG products, from advanced laundry appliances, air purifiers and vacuums, to state-of-the-art LG OLED TVs and ultrawide computer monitors. The sprawling kitchen also features built-in appliances from LG’s luxury kitchen appliance brand **Signature Kitchen Suite**.

Throughout the 6,201-square-foot home, guests will discover three unique laundry rooms – each featuring LG innovations that are CERTIFIED *asthma and allergy friendly*® by the Asthma and Allergy Foundation of America (AAFA).

“At House Beautiful we believe our homes should be a refuge that helps you recharge and unplug from our busy external lives—and that if you design it well, you will live a happier and healthier life. This is why we have been so excited to partner with LG, incorporating their beautifully designed and health-focused home appliances into the Whole Home Concept House, as

they are proof that thoughtful design fosters a life well-lived,” said House Beautiful’s Market Director, Carisha Swanson.

“Consumers are increasingly incorporating healthy living elements into their daily routines – and LG knows that a happier, healthier life starts at home,” said David VanderWaal, senior vice president of marketing, LG Electronics USA. “LG home appliances deliver proven solutions for creating a healthy home with a portfolio of *asthma and allergy friendly* certified laundry innovations and air purifiers, along with convenience and elevated design to fit your lifestyle. All that while giving you peace of mind with the industry’s most-awarded home appliance brand.”

Proven solutions for creating a healthy home

LG is first in the industry to offer a **portfolio of CERTIFIED *asthma & allergy friendly*® appliances** that includes both laundry innovations and air purifiers. LG’s “Ultimate Laundry Room” features LG front-load and top-load washers with an advanced Allergiene™ wash cycle that removes 95percent of pet dander and dust mites.⁴ Unique to the brand is the LG Styler steam closet, which removes 99 percent of allergens and bacteria from clothing, pillows and stuffed animals with the gentle power of steam – no chemicals.⁴ Throughout the home, the **LG PuriCare™ 360° Air Purifiers (model AS560DWR0)** remove more than 90 percent of airborne allergens⁵ while enabling users to monitor home air quality with intelligent LED indicator lights.

Convenience and design that fits your lifestyle

LG’s innovative solutions deliver added convenience with advanced technologies and designs to fit a range of consumers’ lifestyles, and each offers elevated design with premium finishes and thoughtful details. Key innovations found within the Whole Home Concept House include:

- **TurboWash™ 360 Washing Machine (WM9000HVA):** ENERGY STAR® certified washer that uses five powerful jets with variable sprays to surround clothes from multiple angles so detergent can penetrate deep into fabrics for a complete clean – even for big loads – in under 30 minutes.

- **LG SideKick™ (WD200CV):** innovative pedestal washer that sits beneath the main front-load washer offers consumers the convenience of washing two loads at once, or tackling small loads that can't wait.
- **LG Styler (S3MFBN):** Advanced steam closet that refreshes clothing and reduces odors and light wrinkles in as little as 20 minutes, helping extend the life of clothing in between regular laundering. Showcased in the laundry and master closet; LG Styler provides unmatched flexibility for any home – no plumbing required – and its sleek design and finish choices (white or new, full-length mirror) transition easily into any décor or space.
- **LG CordZero A9 Stick Vacuums (A907GMS):** Powerful cordless suction delivers up to 80 minutes of uninterrupted performance with powerful suction and an intensive 5-Step Filtration System designed to catch 99.99 percent of dust and dirt.⁶

For the ultimate in convenience and control, all LG products featured in the home are equipped with smart technology, enabling users to control key features from anywhere with the ThinQ™ mobile app or by using voice commands via Amazon Alexa and the Google Assistant.

Peace of mind with the most-awarded home appliance brand

LG earned the #1 rating in overall customer satisfaction across its home appliance portfolio that includes kitchen and laundry appliances, according to the just-released 2019 American Customer Satisfaction Index® (ACSI) ratings.¹ LG home appliances were rated second to none in overall product quality and value again this year, and took home the highest rankings in laundry for the second year in a row.² In addition, LG has earned more J.D. Power customer satisfaction awards for kitchen appliances than any other manufacturer three years in a row.³

The Whole Home Concept House will be open to the public from Oct. 18 through Nov. 3, and all ticket proceeds benefit the Nashville Symphony. The home will also be featured within *House Beautiful*'s November Issue, on newsstands Oct. 22, 2019.

For more news and information visit www.LG.com or Housebeautiful.com/wholehome.

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

2 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.

3 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.

4 For more information, visit: <https://www.lg.com/us/aafa>

5 Based on testing performed by IBR Laboratories® on August 23, 2018 (Test Method: IEST RP CC001.6 (2016))

6 Based on testing performed by SLG Prüf- und Zertifizierungs GmbH on April 24, 2018.

The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD.

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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 House Beautiful

House Beautiful (www.housebeautiful.com) is the trusted authority on home design, with an audience of more than 10 million (MPA November 2018). Since 1896, House Beautiful has inspired readers to believe that a beautiful life begins at home. With alluring photography, candid conversations with top designers and original decorating ideas, House Beautiful invites readers to dream and do. Follow @housebeautiful on Facebook, Instagram, Pinterest and Twitter. With 25 titles in the U.S., Hearst is the largest publisher of monthly magazines with a total paid circulation of over 36 million (AAM 1H 2017). Hearst Magazines' print and digital assets reach nearly 137 million readers and site visitors each month—more than two-thirds of all women and millennial women in the country (source: 2017 comScore Multi-Platform/MRI 09-17/S17). Hearst Digital Media has 143 million followers across social.

About the asthma & allergy friendly Certification

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the Asthma and Allergy Foundation of America and Allergy Standards Limited. The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. CERTIFIED products include air cleaners, flooring, paints, bedding, vacuum cleaners, washing machines, insulation, cleaning products and more. Visit aafa.org/certified for more information.

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