



**Life's Good.**

## **LG'S 'ESTATE OF SURVIVAL' NOW AVAILABLE ON-DEMAND ON LG CHANNELS**

**ENGLEWOOD CLIFFS, N.J., September 18, 2024** – LG Electronics, America's most reliable line of home appliances and now #1 home appliance brand<sup>1</sup>, is thrilled to announce that its episodic original series, *Estate of Survival*, is now available on-demand on LG Channels. The reality TV show highlights LG's continued efforts to produce original content for its customers.

The brand-new reality series, which features six exciting episodes, follows the residents of the Estate of Survival mansion as they compete against each other in a variety of challenging missions. By completing these missions, contestants earn much needed LG home appliances and other items to furnish the spacious, but empty abode and, just as importantly, avoid elimination. The last resident standing wins the Estate of Survival ultimate prize: USD \$100,000.

The series will stream on LG Channels Showcase (Channel #999), LG's first curated channel featuring fan-favorite movies and LG exclusives, including *LG Presents: The Rivalries*, featuring intense NCAA matchups in Division II and Division III sports. Content connoisseurs can also enjoy LG's *Taste of Tennessee* series, where BBQ expert and author Matt Moore is joined by local Nashville restaurant owners and former Tennessee Titans players to celebrate the power of community, cuisine, and optimism in the Volunteer State.

LG Channels has consistently ranked among the top five most accessed apps on LG Smart TVs across all regions where the service is offered, attracting an increasing number of viewers. With a wide selection of content, from blockbuster feature films to binge-able series, the app has much to offer LG Smart TV owners.

LG Channels is available on LG Smart TVs (models 2016-present) and can easily be accessed by pressing the dedicated key on the LG Magic Remote or via the home screen.

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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 \$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 2024 ENERGY STAR® Partner of the Year-Sustained Excellence. 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](http://www.LG.com).

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<sup>1</sup> #1 Appliance Brand in the US | Source: OpenBrand Durable IQ, Major Appliances (AHAM Core 6) Q2 2024



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