



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## LG ELECTRONICS UPGRADES STEAM LAUNDRY PORTFOLIO

### *New Laundry Pair Combines Stunning Design, Ultra-Large Capacity, Powerful Performance*

**CHICAGO, April 11, 2008** — LG Electronics, the U.S. market share leader in front-load laundry systems, unveiled a distinctively designed, high-end washer and dryer that combines the largest washing capacity with the company's award-winning steam technology. With its variety of clothing care options, the washer and dryer will be the highlight of LG's expanding laundry collection at the Kitchen/Bath Industry Show in Chicago, April 11-13.

“LG's new steam washer and dryer is perfect for consumers who want the finest in front-load laundry,” said John Herrington, president of Digital Appliances, LG Electronics USA, Inc. “From a stunning design to innovative features, it will be showcased in prominent areas in the home and helps consumers take the best care of their clothes.

This eye-catching appliance features a new and sophisticated exterior design with a large square door visually emphasizing the increased capacity. Consumers will enjoy the extra-large door opening which makes it easier to access, load and remove clothing. The door opening measures nearly 17 inches wide – more than one inch wider than any leading competitor. LG's new washer also features highly styled controls with a tri-lingual blue LCD display and ergonomically designed Dial-A-Cycle™, which allows consumers to easily select from nine washing programs.

With 4.5 cu.ft. capacity, the newly designed SteamWasher saves consumers a significant amount of time and energy; and boasts a number of advanced clothing care options as well, including:

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- **TrueSteam™ Technology:** Utilizes LG's TrueSteam generator to produce real steam in the wash tub. Powerful but gentle steam penetrates fabrics for enhanced cleaning performance – whites are whiter and colors more vibrant. Steam also helps lift out and remove stubborn stains with out pre-treating.
- **Allergen-Reduction Cycle:** LG's exclusive Allergiene™ cycle is designed to reduce common allergens such as dust mites and pet dander on fabrics.
- **SteamWash™ Option:** Offers superior cleaning by adding steam to certain cycles while being gentle on clothing.
- **SteamFresh™:** Removes wrinkles and reduces odors on dry clothing during a 20-minute cycle by using steam, rather than water or detergent.
- **Wash/Rinse Optimizer™:** Monitors a variety of factors – including detergent levels, water hardness, temperature and water level – and automatically adjusts the settings to provide optimal washing and rinsing using a new sensing technology; resulting in outstanding wash performance along with superior rinsing performance.
- **Energy-Efficient:** LG's SteamWashers are Energy Star rated and can save over 7,700 gallons of water per year as compared to non-Energy Star washing machines. LG's SteamWashers are also proven to save over 260 kWh per year. Both resulting in a savings of \$694 - \$723 over the average life of the machine (or \$63 - \$66 per year).

LG's new laundry pair is also equipped with two features designed to lower noise and vibration. The enhanced anti-vibration system diminishes noise by reducing vibration in three directions – up and down, side to side and front to back. The washer is also equipped with a direct drive motor, which operates without belts or pulleys, and delivers power directly from the motor to the drum, further reducing sound and vibration, while increasing energy savings. These systems make the pair an ideal solution for the second floor of the home.

The washer's spin speed of 1,320 RPMs – the maximum available from LG – helps to extract water from clothing for better drying efficiencies, while still offering a quiet operation.

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LG's newly designed SteamDryer™ utilizes the company's TrueSteam technology to produce real steam; and offers powerful performance and clothing care options for consumers including:

- **SteamSanitary™**: This unique feature quickly sanitizes dry clothing and other items such as blankets, towels, pillows and bedding.
- **SteamFresh™**: Reduces wrinkles and freshens clothing in a large load of garments; also works for bulky items such as comforters. Items come out completely dry and ready to wear after the cycle is complete.
- **ReduceStatic™**: Neutralizes static electricity in normal loads by introducing steam during the final five minutes of the drying cycle.
- **EasyIron™**: Evenly and lightly moistens the dryer load prior to the end of the cycle making the ironing process easier and more efficient.

Its extra-large capacity of 7.4 cu. ft. provides more convenience as larger loads can now be done. Like the washer, it features a sleek exterior design with a larger square door for easy access.

The new washer and dryer will be available in the third quarter of 2008 in a variety of finishes. Manufacturer's suggested retail prices are \$1,699 for the washer (Model: WM3001HWMA) and \$1,499 for the dryer (Model: DLEX3001WM – electric or DLGX3002WM - gas).

**ABOUT LG ELECTRONICS USA, INC.**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in home appliances, consumer electronics and mobile communications. In the United States, LG Electronics sells a wide range of stylish, innovative digital appliances, consumer electronics (digital display and digital media) products and mobile phones under LG's "Life's Good" marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

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