

FOR IMMEDIATE RELEASE

LG TEAMS UP WITH GAMEFLY TO BRING VIDEO GAME STREAMING TO LG SMART TVS WITH WEBOS

Compatibility with GameFly Streaming App Will Enable U.S. Gamers to Enjoy Cloud-Based Console Game Streaming at Accessible Prices



ENGLEWOOD CLIFFS, N.J., Feb. 29, 2016 — LG Electronics USA today announced the addition of GameFly – the leading console game subscription service – to LG’s webOS-enabled Smart TVs. The GameFly Streaming App will launch in late April and will enable U.S. consumers to access GameFly’s premium console gaming content on LG OLED and LCD/LED TVs featuring LG’s simple and fast webOS Smart TV platform.

“The addition of GameFly to the extensive variety of content options, including leading video and music applications, available on LG Smart TVs further enhances the LG Smart TV experience,” said David VanderWaal, vice president of marketing, LG Electronics USA. “LG Smart TV owners will have the ability to stream high-quality video games right to their TV and enjoy a next-gen console-like experience in the comfort of their home.”

LG will provide access to the GameFly Streaming App on the company's 2016 Smart TV models featuring webOS 3.0 and 2015 Smart TV models featuring webOS 2.0 by adding the application as part of a software update in late April. The gaming content service utilizes remote cloud servers, which stream console video games over the Internet to Smart TVs and other media devices. GameFly's service will eliminate the hassle of purchasing and setting up multiple consoles and enable LG Smart TV owners to play video games at a fraction of the cost. Users will need only to turn on their TV to access the GameFly Streaming App on webOS's intuitive menu, plug in a gamepad and they are instantly immersed in hours of quality games.

With the new gaming application available at a low monthly price, LG Smart TV users will be able to enjoy GameFly Streaming packs, which bundle popular action games such as Tomb Raider: Game of the Year Edition, Batman: Arkham Origins, F.E.A.R. 3, Darksiders and Red Faction Armageddon. GameFly's library also includes Lego Batman 3, Pacman Championship Edition and WRC4 for families.

GameFly's recommended gamepads include the Logitech F310, the Logitech F710 and the Xbox wired controller.

###

**Wireless Internet connection required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features.*

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, 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. For more news and information on LG Electronics, please visit www.LG.com.

Media Contact:

LG Electronics USA
Taryn Brucia
201 214 3302



taryn.brucia@lge.com