

# PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### **LG'S ALLIANCE WITH AMERICAN BALLET THEATRE ELEVATES 'LG SIGNATURE' FOR DISCERNING CONSUMERS**

*Collaboration Brings Together Two Internationally Celebrated Brands:  
LG SIGNATURE and America's National Ballet Company®*

**NEW YORK, Aug. 19, 2019** – LG Electronics USA is collaborating with the renowned American Ballet Theatre (ABT) in a choreographed alliance designed to further raise the profile of LG SIGNATURE in the minds of sophisticated consumers. LG SIGNATURE has been named the exclusive ABT Global Electronics Partner.

As an internationally celebrated cultural institution, American Ballet Theatre is the ideal partner for the internationally celebrated LG SIGNATURE brand, considered LG's *prima ballerina assoluta*, combining cutting-edge technology and world-class design with exquisite attention to detail for the most discerning consumers.

“The breathtaking artistry of ABT’s dancers inspires a global community of enthusiasts that transcends cultural boundaries,” said American Ballet Theatre Executive Director Kara Barnett. “With a shared commitment to excellence and passionate fans worldwide, LG SIGNATURE and ABT are great partners in this mission.”

David VanderWaal, senior vice president of marketing at LG Electronics USA, which sells the premium global LG SIGNATURE brand in the United States, said, “Partnering with a renowned organization like American Ballet Theatre adds a new dimension to the ‘Art of Essence’ behind LG SIGNATURE.”

LG SIGNATURE’s principal role as ABT’s Global Partner involves engagement with ballet patrons in a variety of ways, from hosting pre- and post-performance events to product showcases at Lincoln Center. Along with brand recognition as a major supporter throughout the 2019-20 seasons, LG SIGNATURE plans to participate in ABT’s elegant fall and spring galas.

“With exquisite attention to detail, LG SIGNATURE products redefine form and function for discerning consumers much like ballet aficionados,” said VanderWaal.

For example, discerning consumers will appreciate the award-winning LG SIGNATURE “W” OLED TVs as the favorite *divertissement* in their living room, while the unique LG SIGNATURE refrigerator, double-oven range and dishwasher represent the *pas de trois* in the kitchen. The *corps de ballet* in the LG SIGNATURE line is composed of a unique 29-inch TWIN Wash washing machine, advanced 24-inch combination washer-dryer and unconventional air purifier.

Designated by an Act of Congress as “America’s National Ballet Company,<sup>®</sup>” American Ballet Theatre is headquartered in New York City with spring and fall seasons at Lincoln Center, and a robust calendar of domestic and international touring. ABT’s mission is to create, present, preserve and extend the great repertoire of classical dancing, through exciting performances and educational programming of the highest quality, presented to the widest possible audience. Like LG, ABT proudly cultivates and respects diverse values, beliefs and backgrounds which, together, serve as a source of strength for the organization.

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#### **About LG SIGNATURE**

LG SIGNATURE is the first ultra-premium brand across multiple product categories from global innovator LG Electronics. Catering to the most discerning consumers, LG SIGNATURE is designed to provide a state-of-the-art living experience that feels pure, sophisticated and luxurious. Combining the very best of everything LG has to offer, the distinctive LG SIGNATURE products were designed with their true essence in mind – streamlined to focus on each product’s essential function while maintaining the LG SIGNATURE’s modern, signature design. [www.LGSIGNATURE.com](http://www.LGSIGNATURE.com).

#### **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 innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial

displays, air conditioning systems, solar energy solutions and vehicle components. The “Life’s Good” marketing theme encompasses how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. LG is a 2019 ENERGY STAR® Partner of the Year. [www.LG.com](http://www.LG.com).

**About American Ballet Theatre**

Recognized by an act of the United States Congress as America’s National Ballet Company®, American Ballet Theatre is one of the great dance companies in the world. Few ballet companies equal ABT for its combination of size, scope and outreach. Founded in 1940, ABT performs for more than 300,000 people annually. It has made more than 30 international tours to 45 countries and has been sponsored by the State Department of the United States on many of these engagements. In keeping with its long-standing commitment to bringing the finest in dance to the widest possible audience, ABT has enjoyed triumphant successes with recent engagements in Hong Kong, Brisbane, Singapore, Oman and Paris.

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