



FOR IMMEDIATE RELEASE

**LG ELECTRONICS USA LAUNCHES ‘LG EXCELLENCE’
CONTRACTOR PROGRAM FOR HVAC PROFESSIONALS**

*New Program Offers Comprehensive Training, Market Support to
Independent HVAC Contractors Providing Duct-Free Product Installation, Service*

ALPHARETTA, Ga., April 1, 2013 – LG Electronics USA is launching LG Excellence Contractor Program, a comprehensive training and contractor support program designed to assist independent HVAC Contractors in selling, installing, and servicing LG Duct-Free Split (DFS) systems.

In addition to receiving valuable product and technology education, upon successful completion of the program, contractors will receive advanced recognition and incentives to provide competitive differentiation in their respective market areas. Program benefits include technical, business, financial, sales and marketing support, in addition to financial and partnership incentives.

“This new tool will help qualified contractors and distributors stay ahead of the competition through product expertise and training, especially as market demand for duct-free HVAC solutions continues to grow,” said Kevin McNamara, vice president, Commercial Air Conditioning, LG Electronics USA. “It’s more important than ever for industry professionals to be well-versed in duct-free product options, technology and installation techniques as more consumers turn to these non-traditional HVAC products to heat and cool their living space.”

To qualify as an LG Excellence Contractor Program participant, contractors must be nominated by their local distributor or an LG Sales Manager, in addition to completing the online and in-person training courses outlined in the program.

Upon completion of these requirements, participating contractors will have access to a number of benefits, including:

- Online instructions through LG Learning Management System (LMS),
- Instructor-led training courses in LG’s state-of-the-art Training Academies,
- Enrollment in LG Perks Loyalty Program for points towards travel and gift incentive premiums,
- Website listing and consumer lead referrals, and



- Unique access to LG marketing materials including ads, truck decals and promotional items.

To achieve the LG Excellence status, contractors must complete a series of one-hour LG Learning Management System core training courses (taken online or in one of LG's instructor-led state-of-the-art training academies), as well as a full-day, hands-on, service training course at an LG Academy or other approved training location. Contractors who complete all of the program requirements will be awarded LG Excellence Contractor status and obtain a number of exclusive marketing, technical support and promotional benefits in addition to those listed above.

To maintain LG Excellence status, contractors are required to renew training certifications annually and agree to comply with program guidelines, including providing prompt, reliable service and customer support.

For more information on LG's Learning Management System, including both online and in-market training programs, or the complete portfolio of Duct-Free Air Conditioning Solutions, visit www.lg-dfs.com.

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LG Electronics, USA, Inc., reserves the right to remove a Contractor from the program at any time. Please see program terms and conditions for complete details.

Designs, features and specifications subject to change without notice.

LG Electronics USA Air Conditioning

The LG Electronics USA Commercial Air Conditioning business is based in Alpharetta, Ga. A 2013 ENERGY STAR® Partner of the Year, LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$45 billion global force and technology leader in consumer electronics, home appliances, mobile communications, and air conditioning & energy solutions.

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