



**LG Electronics U.S.A., Inc.**  
111 Sylvan Avenue, Englewood Cliffs, NJ 07632  
T. 201-816-2000 [www.lg.com](http://www.lg.com)

July 19, 2024

Dear Valued LG Home Appliance Customer,

At LG, we pride ourselves on being America's most reliable line of home appliances.

Effective August 22, 2024, we are updating our MAP policy to apply to online 'Shopping Cart' pricing. With the current environment, we are confident these changes will have a positive impact for your business to drive mutual growth and profitability. LG has always looked to provide differentiated value beyond price with innovation and quality in the industry.

Overall, we would like to collaborate more closely as partners on future offers to ensure better execution for stronger promotional effectiveness. In that spirit, LG participation for all house offers will require advance notice and preapproval from LG.

Thank you for your business and committed partnership. We will continue look to provide exceptional value to our partners and consumers.

Thank you,

George Ren  
Director of GTM, LG Home Appliances