



Q2 Cinema 3D Promotional Offer: LW5600 Series & \$200 in VOD Cash

Program Summary: LG HE is offering the following promotional offer for Q2. Your customers will receive \$200 in Video On Demand cash to use with their local cable or satellite provider with the purchase of each qualifying Cinema 3D TV (\$200 total value for one year).

Model	Program Start	Program End	Promotional Value	Claim Deadline	Type
55LW5600	5/1/2011	5/21/2011	\$200 VOD Cash	6/21/2011	VAP
47LW5600	5/1/2011	5/21/2011	\$200 VOD Cash	6/21/2011	VAP

How It Works:

- Buy qualifying LG 3D TV
- Go to promotional site (www.LGPromoOffers.com/Cinema3DVOD) and enter purchase information to pre-qualify
 - Personal identifiers, including cable or satellite provider
- Submit receipt to complete qualification
- VOD activation codes mailed to consumer
- Consumer orders VOD movies from provider
- Cable or satellite account credited for movie(s) streamed up to the total value of the offer until “your VOD bank” is depleted

Dealer Assets:

- Posted in the “Promotions” section of the LG Dealer Site (www.lgdealers.com):
https://www.lgdealers.com/controller/promotion/view_promotion?promotionId=32



Terms & Conditions:

This mail-in offer for \$200 in Video On Demand reward codes is valid only with purchases made from May 1, 2011 to May 21, 2011 of a participating LG Cinema 3D TV model 47LW5600 47" Class (46.9" measured diagonally) or 55LW5600 55" Class (54.6" measured diagonally), from a participating retailer, based on availability, while supplies last. Open only to legal residents of the 50 United States and the District of Columbia (Washington D.C), 18 years of age or older. To redeem the offer, after making an eligible purchase, (1) go to www.LGPromoOffers.com/Cinema3DVOD and follow the instructions provided to indicate the LG Cinema 3D model purchased, (2) fully complete the online claim form, (3) print the online claim form and (4) include the original sales receipt, or a legible copy of the original sales receipt in an envelope and mail the online claim form and receipt with proper postage affixed to: LG Cinema 3D On Demand Content Offer, PO Box 8487, Melrose Park, IL 60164-8487. Claim form and receipt must be included in the same envelope and postmarked no later than June 21, 2011; all claims must be received by June 29, 2011. Purchases made at Best Buy, Walmart and Sam's Club stores are excluded from this offer. For Video On Demand reward code delivery, please allow 2-4 weeks following receipt of properly completed submission and completion of verification. All materials submitted in connection with this offer become the property of LG Electronics USA, Inc. Make a photocopy of the completed claim form and receipt submitted for your records. Limit one (1) offer redemption per person and per household. Claim forms and receipts may only be used once for redemption. Not combinable with any other LG Electronics USA, Inc. offer. Not transferable or substitutable. Duplicate claims will not be honored. Video On Demand reward codes will only be shipped within the 50 United States and the District of Columbia (Washington D.C.). Upon receipt of Video On Demand reward codes via mail, you will be required to visit the TPG Rewards website specified and follow the directions to confirm the information provided and complete the offer to receive Video On Demand credit. LG Electronics USA, Inc. will not be responsible for any recipients failure to use full \$200 Video On Demand reward code amount and will also not be responsible for any differences from a Video On Demand purchase that exceeds said amount. All federal, state and local taxes are the sole responsibility of recipients. Offer void where prohibited. LG Electronics USA, Inc., TPG Rewards and their parents, retailers, subsidiaries, affiliates and advertising and promotion agencies, and each of their respective employees, officers, directors and agents (collectively, the "Releases") are not responsible for late, lost, stolen, incomplete, undelivered, illegible, damaged, mutilated, misdirected or postage-due claim forms, receipts, requests or related materials, or for returned or undeliverable Video On Demand reward codes; or for other errors or problems of any kind whether human, mechanical, electronic, network, computer, typographical, printing or otherwise relating to or in connection with the offer, including, without limitation, errors or problems which may occur in connection with the administration of the offer, the processing of claim forms, receipts, or requests, or in any offer-related materials. Releases are not responsible for the loss or damage of Video On Demand reward codes after they are issued to recipients. Use of fictitious names or addresses or other conduct which impairs the integrity of this offer could result in prosecution for U.S. mail fraud and other liabilities. LG reserves the right to audit any claim and to nullify any claim that cannot be substantiated. LG reserves the right to amend the offer terms after the offer begins or to cancel this offer without prior notice. By participating, participants agree to be bound by these Terms & Conditions and the decisions of LG Electronics USA, Inc., which are final. Offered by LG Electronics USA, Inc. For questions about this mail-in offer, email: lgpromooffer@powerpact.com or call 888-850-1101.

For a small percentage of the population, the viewing of stereoscopic 3D video technology may cause discomfort such as headaches, dizziness or nausea. If you experience any symptoms, discontinue using the 3D functionality and contact your health care provider. 3D glasses required, four pairs are included and additional ones are sold separately.

** Versus LG 2010 Active 3D TVs.

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How It Works: Participating Operators over 92M HHs

Armstrong Cable

Blue Ridge

CableOne

Comcast

Dish Network

Knology

Midcontinent

Suddenlink

WideOpenWest Networks

AT&T

Bresnan

Cablevision

Cox Communications

General Communications

Mediacom

RCN

Time Warner Cable

Atlantic Broadband

Bright House

Charter

DirectTV

Insight Comm

MetroCast

Service Electric Cable

Verizon Fios



Creative FPO

Electronic Assets:

- Ad Slicks
- Screen Fills
- Web Banners

Point-of Sale

- 2-Sided Wings
- Offer Tear Pad/Take Ones with counter card
- Redemption site
- Activation code mailer



NOW SHOWING:

\$200 in 3D-On-Demand*



Buy a qualifying LG Cinema 3D TV and get the movie theater experience at home. Plus, enjoy up to \$200 in 3D videos on-demand from your cable or satellite provider. **Welcome to the next generation of 3D.**

Includes 4 pairs of LG Cinema 3D glasses.



Preferred 3 to 1.*

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