



**Program Summary:** LG HE is offering the following promotional offer for Q2. Your customers will receive \$100 in Smart TV content (Hulu) with the purchase of each qualifying LG Smart TV.

Model	Program Start	Program End	Promotional Value	Type
55LV5500	06/05/11	06/25/11	\$100.00 Hulu	VAP
47LV5500	06/05/11	06/25/11	\$100.00 Hulu	VAP
42LV5500	06/05/11	06/25/11	\$100.00 Hulu	VAP

#### HuluPlus Redemption Process:

- Purchase qualifying Smart TV model
- Go to micro site (coming soon) complete and print redemption form
- User mails in redemption form and purchase receipt
- LG/PowerPact verifies purchase
- Upon purchase verification HuluPlus code will be sent to consumer with instructions for use
- Consumers go to [huluplus.com](http://huluplus.com), enter their code and receive \$100 credit to their HuluPlus subscription

#### Terms & Conditions:

TBD



### 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

### Creative FPO

