

FOR IMMEDIATE RELEASE

LG TONE Free Partners with Pro Basketball Players and After-School All-Stars To Support Their Songwriting Academy Initiative

J.R. Smith, Jordan Clarkson, Ben McLemore, Darius Bazley and Talen Horton-Tucker lend their support for LG's TONE Free youth initiative

ENGLEWOOD CLIFFS, N.J., September 29, 2020– As part of the debut of LG Electronics USA's LG TONE Free true-wireless earbuds, LG has announced a partnership today with After-School All-Stars (ASAS) to support the success of children in BIPOC communities with their Songwriting Academy initiative. Together, LG and ASAS will pair 13 students from nine cities with program mentors, and acclaimed music industry experts who will guide them through a six-week program designed to help the students transform hardships into positive expression through the power of music. LG has also enlisted the support of professional basketball players to serve as advocates for the students and the music they're creating in the program.

ASAS closes the achievement gap for students living in communities plagued by racial inequity and lack of opportunity by providing free, high-quality academic and enrichment programs that set them up for success in school and in life. The esteemed organization collaborates with partners such as LG to offer students innovative programs that affirm and develop their unique voices as future leaders. LG's contribution will fund the continued development of the Songwriting curriculum, will provide support for the mentors, and will ensure that each student has the equipment and connectivity they need to participate.

Professional basketball players J.R. Smith (Los Angeles), Talen Horton-Tucker (Los Angeles), Jordan Clarkson (Utah), Ben McLemore (Houston) and Darius Bazley (Oklahoma City) are providing mentorship & recognition to the kids in ASAS Songwriting Academy through one-on-one Zoom conversations with the students. The players are listening, supporting and sharing with their audiences the voices of students in the Songwriting Academy who are boldly and courageously telling their stories through the power of music. LG distributed the ASAS Songwriting Academy music along with TONE Free earbuds to 100+ players in the bubble for a premium listening experience of these powerful young voices.

“We are proud to support the great work of After-School All-Stars and partner with these accomplished athletes to inspire and support educational success for their students,” said Peggy Ang, LG USA’s senior vice president of marketing. “LG’s new earbuds bring a fresh and unique product into the mix that will stand out from the crowd, much like the work we are seeing from the students in ASAS’ programs.”

LG’s new earbuds combine high performance audio with a great fit and a unique UV Nano Charging Case (UVnano) that eliminates 99.9% of bacteria on the ear tips while charging.

“It’s been amazing to see the impact that this program has had on these kids as they’re being given a platform to not only share their voice but to be recognized for their talent as well. LG did an amazing job supporting and showcasing their abilities—I’ve been grateful to play a role in helping the songwriters of ASAS achieve their dreams,” said J.R. Smith. “Getting involved with this program has been a nice break from everything. We’ve just been so locked in, thinking about basketball and everything else going on in the world for the last 60 days or so, it’s been a nice distraction — and getting to try out the new TONE Free earbuds listening to music and talking to my family, who wasn’t here for the first 2 months. The product is great. I love them!”

“We’re so grateful to LG and the players for their involvement and support,” expressed Ben Paul, After-School All-Stars President & CEO. “Our students are facing hurdles like we’ve never seen before, and the Songwriting Academy has truly brought joy to them and their families. We’re thrilled about this partnership and the chance for the students to continue to elevate their songwriting craft through this opportunity.”

Listen to the ASAS Songwriting academy songs here: <https://soundcloud.com/user-201747747>

To learn more about LG’s TONE Free lineup, visit lg.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 \$53 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 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LG.com.

###

Media Contacts:

Brittany Witter / The Lede Company

Brittany.witter@ledecompany.com

Sarah Agate / The Lede Company

Sarah.agate@ledecompany.com

Chris De Maria / LG USA

christopher.demaria@lge.com