



Announcing LG's May Plasma Gas Card Promotion

Program Summary: LG CE is excited to announce the following value-add Plasma promotion for the month of May! Your customers will receive up to a \$200.00 LG Discover Gas Card for each qualifying model purchased.

Program Number	Model	Program Start	Program End	Rebate/Spiff Amount	Reimbursement Amount	MCF Deadline	Type
09-039	50PS60	05/03/09	05/23/09	\$200 Gas Card	N/A	06/23/09	Value-Add
09-039	50PQ30	05/03/09	05/23/09	\$100 Gas Card	N/A	06/23/09	Value-Add
09-039	42PQ30	05/03/09	05/23/09	\$50 Gas Card	N/A	06/23/09	Value-Add

Process:

1. Dealers must advertise at least one out of the three weeks the promotion is running.
2. Consumers must purchase one of the three qualifying models during 05/03/09 – 05/23/09
3. Consumers must go to www.getLGrewards.com
 - a. Enter Full Name
 - b. Address
 - c. Email Address
 - d. Product Model and Serial Number
4. Consumers must leave six to eight weeks in order to receive their Gas Card in the mail
5. Card Carrier will come complete with all activation details including customer service information
6. Consumers have until 06/23/09 to enter and claim their Gas Cards online
7. Limit of one Gas Cash card per purchase

Terms & Conditions:

This mail in rebate offer is valid only with purchases made from May 3, 2009 through May 23, 2009 on LG Models 50PS60, 50PQ30 or 42PQ30. All official LG Electronics online claim forms (Name, Address, Email Address, Model and Serial Number) must be completed and submitted within 30 days of program end date or by June 23, 2009. Please allow 6-8 weeks for card delivery. Official LG online claim forms become the property of LG Electronics U.S.A., Inc. Duplicate claims will not be honored. Offer void where prohibited. Make a photocopy of all materials submitted for your records. Valid only in the U.S. and Puerto Rico. This rebate is only available on new purchase made from a participating authorized dealer near you. Purchases made from unauthorized or non-participating dealers will be denied. Please contact these retailers for their special offers and availability on LG products. LG Electronics U.S.A., Inc. is not responsible for late requests. Use of fictitious names or addresses could result in federal prosecution for fraud. Rebates are fulfilled with Gas Cash funds. Gas Cash funds must be used in total by card expiration date of 1 year from card issuance or card is void. LG reserves the right to audit any claim and to nullify any claim that cannot be substantiated. LG reserves the right to amend the rules after the program begins or cancel this promotion without prior notice. All submitted claim information becomes property of LG. This is an offer of LG Electronics U.S.A., Inc.