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LG INTRODUCES A NEW ERA OF ENTERTAINMENT SHARING

Unveiling Exclusive DLNA-Based Technology for LG Optimus 7 at IFA 2010

BERLIN, Sep. 6th, 2010 -- LG Electronics (LG) is showcasing a major breakthrough in mobile and home convergence at this year's IFA trade show in Berlin. The new technology makes it possible to share multimedia files on LG's upcoming LG Optimus 7 and all DLNA* compliant digital devices at the touch of a finger.

LG's unique multimedia sharing technology on LG Optimus 7 allows users to enjoy content on the phone across today's digital platforms with a simple finger flick. This preinstalled feature allows users to send files directly from the phone's media galleries, without having to leave for another application. The phone will automatically display compatible devices in the same Wi-Fi zone and let users literally flick media files to the targeted device. Users can transfer multimedia saved on their phones -- 720p HD videos, high-resolution photos and high-quality music files -- wirelessly to their TV or home theater system.

"This unique feature is a direct response to the growing need for technologies that empower users to share multimedia content across electronic devices," said Mr. Seong-jin Park, Vice President of Mobile Handset R&D Center at LG Electronics Inc. "LG Optimus 7 smartphones will be at the center of a complete entertainment experience, representing LG's leadership in mobile convergence."

This unique media file-sharing technology will be embedded in upcoming LG Optimus 7 smartphones, which go on sale early in the fourth quarter of this year. With more than 240 leading consumer electronics brands adopting the media sharing technology, DLNA is expected to set a new industry standard for home entertainment.

LG is demonstrating this DLNA-based multimedia sharing feature at the LG booth at IFA in Berlin, Germany from September 3-7, 2010.

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* This function works with DLNA DMR (Digital Living Network Alliance Digital Media Renderer) devices only.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 82,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world’s leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com.

About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lg.com.

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