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## **LG TOPS ASIA'S TOP 1,000 BRANDS FOR FRIDGES, WASHING MACHINES AND AC**

*Annual Survey Shows LG's Strong and Consistent Brand Power Across Asia Pacific*

**SEOUL, Oct. 25, 2010** – For the third consecutive year, refrigerators and washing machines from LG Electronics (LG) have been ranked number one in their respective categories in Asia's Top 1,000 Brands. LG air conditioners also ranked number one for two years in a row. The survey was conducted by research company Taylor Nelson Sofres (TNS) in conjunction with MEDIA, a leading Asian media and marketing magazine.

“LG refrigerators, washing machines and air conditioners have built a strong brand across the Asia Pacific region. In particular, our core technologies, such as the Linear Compressor on our refrigerators and Direct Drive Motor on our washing machines, have been hugely appealing to consumers in the region. Additionally, LG's AC products have helped consumers in the region lessen their risk of contracting such diseases as H1N1, dengue fever and avian influenza.” said Woody Nam, President and CEO of LG Electronics Asia. “Although it's always an honor to be recognized, three years in a row is especially noteworthy as it shows that we're really striking a lasting and meaningful relationship with our customers.” “We will continue to build a strong and a premium brand to help make our customers healthier and products that will really fit in with their needs in their homes.”

As well as taking first place in the respective appliance category, LG came fourth overall in the Top 1,000 Brands in the Asia Pacific Region.

To build on the company's branding success, LG holds an annual Health Plus Campaign (Health+) for Home Appliance products in major Asian markets, including Malaysia, Thailand, Indonesia and Vietnam, this year under the banner “Upgrade Your Life in Every Way”. The campaign underscores LG's position as the first company to design and

market a comprehensive suite of home appliances aimed at helping consumers maintain healthier homes.

TNS and MEDIA magazine annually select Asia's Top 1,000 Brands by conducting approximately 3,000 interviews in 10 markets across the Asia Pacific region: Australia, China, Hong Kong, India, Japan, Korea, Malaysia, Singapore, Taiwan and Thailand. This year 3,322 respondents, all aged 15 and over, took part in the survey.

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**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 80,000 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](http://www.lg.com).

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