

FOR IMMEDIATE RELEASE**LG INTRODUCES FULL RANGE OF LED LCD TVS IN JAPAN**

*Pushing Market Dominated By Local Brands with Sights Set
on Becoming Global Number One in TVs*

SEOUL, Nov. 18, 2010 -- LG Electronics (LG) announced a full range of LED LCD TVs to go on sale in Japan starting November 19. LG's top-of-the-line TV models will be available in more than 60 retail stores in major cities such as Tokyo, Osaka and Nagoya.

Offering 10 LED LCD models in total, LG will introduce three premium FULL LED LCD TVs with 42-, 47- and 55-inch screens and seven edge-lit LED LCD models with screen sizes ranging from 22 to 42 inches.

“We are very excited and fortunate to be bringing our newest LED LCD TV products to Japan where there is a greater awareness of the quality of Korean goods,” said Kyu-hong Lee, Vice President and CEO of LG Electronics Japan. “Japan is one of the toughest TV markets in the world but we feel we have the right combination of technology, marketing and price competitiveness to success here when other non-Japanese TV brands have not.”

At the top of the company's line-up is the LX9500, a “Best of Innovation” award winner at the Consumer Electronics Show in Las Vegas. The LX9500's slim and sleek INFINIA design is just 22.7mm thick and the extremely narrow 16mm bezel further enhances the 3D experience by drawing viewers deep into the heart of the action. Priced to compete with premium Japanese TV models, the LX9500 also boasts the very latest FULL LED backlighting technology and TruMotion 480Hz image processing, which combine to deliver gripping pictures in both 2D and 3D.

With a close eye on the needs of the Japanese market, LG has designed the entire TV range to use up to 35 percent less electricity compared with conventional LG LCD TVs. LG's eco-friendly technology has earned the its TVs a five-star energy rating in Japan.

According to research firm DisplaySearch, the LED LCD TV market in Japan is forecast to increase from 4 million units this year to 8.2 million units by 2014.

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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 84,000 people working in 115 operations including 84 subsidiaries around the world. 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 Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players and video products for the consumer and professional markets. LG's product areas include LCD and plasma televisions, home theater systems, Blu-ray disc players, audio components and video players, and plasma display panels, among others. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience.

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