

FOR IMMEDIATE RELEASE**LG SETS SIGHT ON DEVELOPING GLOBAL LIGHTING SOLUTIONS BUSINESS BY END OF 2011***Official Certifications Foundation for Worldwide Launch of Lighting Business*

SEOUL, Nov. 26, 2010 – LG Electronics (LG) announced today that its LED lighting and Plasma Lighting System (PLS) products have received official certifications from European, Chinese, Japanese and Korean governments for energy efficiency, quality, safety and eco-friendliness. With these endorsements, LG will initiate a global roll-out of its newest green business initiative as a total lighting solution provider.

The competitive advantage of LG's LED lighting solution is in the company's core optic technology, heat management and circuit design. As a long-standing market leader in heating, ventilating and air conditioning (HVAC), LG will be able to leverage its strengths in price competitiveness, quality service and industry know-how as a total green energy solution provider.

"Green energy, carbon and environmental protection concepts have been widely accepted throughout the world and there is enormous opportunity for companies with core technologies and brand recognition," said Mr. Yonghwan Kim, Vice President of Lighting & Solution Business Team of LG Electronics. "With long-honed expertise in energy efficient technologies, the potential for LG to make a significant environmental contribution is enormous."

The global solid state LED lighting market is increasing at an average growth rate of more than 30 percent¹ and it is expected to replace conventional lighting by 2015 with a market size of USD 5.1 billion². LG started rolling off its LED production line in Gumi, located in North Gyeongsang Province in South Korea, last September and, the com-

¹ Compound Annual Growth Rate (CAGR)

² The Freedonia Group, "Expected LED Adoption" 2009.

pany expects to reach an annual production capacity of approximately 5 million units by 2012.

The Korea Energy Management Corporation (KEMCO), in awarding energy efficiency certification to LG's 53-watt LED flat lighting, noted its substantial energy saving of up to 70 percent compared to existing fluorescent lamps and its exceptional lifespan of more than 50 thousand hours (equivalent to 10 years if used 12 hours per day). The company's MR16 LED light, an energy-efficient alternative that offers energy savings of up to 80 percent, was also recognized by KEMCO earlier this year.

Further efficiencies are demonstrated in LG's unique PLS lights, which adopt technology based on microwave plasma emissions. The Swedish Institute for Testing and Approval of Electrical Equipment, the China Quality Certification Center and Japan Electrical Safety & Environment Technology Laboratories granted LG certifications for two of its PLS fittings: PSH07, a 730-watt interior light, and PSF10, 1-kilowatt flood-lighting system.

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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.

About LG Electronics Air Conditioning Company

The LG Electronics Air Conditioning Company is a global total heating, ventilation and air conditioning (HVAC) and energy solution company providing Residential Air Conditioning (RAC), Commercial Air Conditioning (CAC), Solution, Solar Energy and Lighting around the world. LG AC offers a wide range of products from consumer and individual units to industrial and specialized B2B solutions. Through its innovative technology, heavy investments in R&D and superb marketing strategies, LG has broken its own sales records every year since 2000, thus cementing its place as the global leader of the HVAC industry.



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