

FOR IMMEDIATE RELEASE**LG UNVEILS FIRST MBR PROCESS FOR WASTEWATER TREATMENT***Eco-Friendly Solution Marks Major Step for Company's Water Business*

SEOUL, Nov. 25, 2010 – LG Electronics (LG) today unveiled its first wastewater treatment solution, the Green Membrane Bioreactor (G-MBR) process, just two months after the company announced plans to enter the water treatment business. Designed with the latest in efficient and advanced technologies, G-MBR signals LG's long-term plan to be a major player in the water treatment industry.

By employing LG's slimmer flat-type microfiltration membrane modules and optimizing the space in between, LG's membrane bioreactor -- the main component of the G-MBR process -- requires 34 percent less space than conventional MBRs, making it more efficient and easier to install.

And thanks to advanced debris screening technology, the membranes utilized in LG's G-MBR are highly resistant to contamination and fouling. This ensures a longer lifespan while still delivering significant savings in maintenance costs. Also, G-MBR's phosphorus removal system is almost twice as effective as similarly-sized systems in removing phosphorus residue from wastewater. Removing phosphorus from treated water before it is reintroduced into the environment is an important part from any water treatment solution as phosphorus has been shown to contribute to the eutrophication, or heightened biological activity, in lakes, ponds and other bodies of water.

“The lack of clean water is a major cause of hunger, disease and poverty throughout the developing world,” said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. “And the problem will only get worse if the warnings about climate change turn out to be accurate. With G-MBR, LG has taken a huge step in making affordable clean water a reality for millions of people around the world.”

LG's G-MBR process is a recipient of the New Excellent Technology Certificate from Korea's Ministry of Environment.

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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.

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