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LG OWNERS TO GET FREE ACCESS TO POPULAR WINDOWS PHONE 7 APPLICATIONS

LG and Microsoft Collaborate on Developer Program for a New Mobile Platform

SEOUL, Nov. 3, 2010 -- LG Electronics (LG) and Microsoft Corp. (MSFT) announced today that they are teaming up to provide customers with a free selection of quality applications for LG customers with Windows Phone 7 handsets. LG and Microsoft will subsidize a revolving portfolio of hand-picked applications, providing free access to quality applications that take advantage of the unique features and design of Windows Phone 7.

LG and Microsoft will offer Windows Phone 7 applications across popular categories – including social connectivity, gaming and helpful utilities– ensuring that customers have access to the applications they value most. Ten free applications with a value of more than USD 30 will be given away every 60 days. LG’s Windows Phone 7 customers can download these applications for free (for a period of 60 days) via LG Application Store, which will be accessible directly from LG Windows Phone 7 models.

Selected Windows Phone application developers will be provided with exclusive marketing opportunities and resources to promote their applications with LG. Developers of selected applications will benefit from promotional support through LG’s marketing presence and Microsoft’s Windows Phone Marketplace. LG will promote the new applications through in-store sales events and on the LG Mobile Global Facebook page (<http://on.fb.me/bltMvp>), creating a larger market for developers and bringing them closer to their audiences.

“When we pledged early last year to support Microsoft’s smartphone strategy, we knew we were making a decision that had the potential to generate ripples in the ecosystem,” said Chang Ma, Vice President of Mobile Communications (MC) Marketing Strategy Team. “Microsoft’s commitment to the developer community is well known and



respected in the industry, and we look forward to seeing this partnership with Microsoft lead to greater things.”

“We built the new Windows Phone Marketplace to create new business opportunities for developers and partners alike,” said Brandon Watson, director for Windows Phone at Microsoft. “This collaboration with LG creates a win-win situation for consumers and developers and will further showcase the variety of quality games and applications available on Windows Phone 7.”

What’s more, LG will also be offering its Windows Phone 7 customers free access to even more applications developed directly by the company. These applications will also be available from the LG Application Store and will span social networking services, such as *Type n Walk* and *Voice SNS*, as well as practical tools like *Subway AR*.

LG and Microsoft’s developer program will kick off in November. For more information, please visit www.facebook.com/LGMobileHQ.

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About Windows Phone 7

Windows Phone 7 is a different kind of phone designed to bring together what you care about most. It’s a phone that finds information and presents it at the right time, making it glanceable. A phone that organizes what you love so finding those things is easier and faster. Windows Phone 7 simplifies basic everyday tasks — like managing e-mail or taking and sharing pictures — so you can do more in fewer steps. With Windows Phone 7, the things that matter most to people, such as games, music and video, photos, and office productivity, are organized through integrated experiences known as Hubs and fueled by the rich experiences of Xbox LIVE, Zune, Bing, and Microsoft Office.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Media Contact:

Rapid Response Team
Waggener Edstrom Worldwide
+1 503 443 7070
rrt@waggeneredstrom.com

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. With 2008 global sales of \$44.7 billion, 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.

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.lgnewsroom.com.

Media Contact:

Sally Lee
LG Electronics Corporate Communications
+822 3777 6483
sally.lee@lge.com