

LG TO SHOWCASE “KITCHENS AROUND THE WORLD”

LG's Online Cooking Portal Brings Over 130 World-Famous Dishes to Your Table

SEOUL, Nov. 1, 2010 – LG Electronics (LG) announced the launch of an online cooking portal providing users with over 130 recipes of flagship dishes from select countries. Packed with useful features and expert cooking tips for amateur and advanced cooks alike, this site is designed as a guide for cooking enthusiasts in creating world cuisines in their own kitchens.

The site offers an innovative feature, *Cook As You Are*, in which visitors can request a recommendation by choosing specific options among five categories: Occasions, Courses, Ingredients, Methods and Expertise. The user's choices will be used to determine the right recipe recommendation from various cultures. For example, the selection of *herb*, *snack* and *beginner* results in a recommendation for easy-to-prepare Honey Roasted Pumpkin, a popular Korean dish. Visitors will also be able to view recipe recommendations from renowned personalities such as Guy Martin, a three-star Michelin chef from France.

In another section of the site entitled *Cook Around the World*, consumers can experience many international dishes -- up to 130 cultural recipes -- as well as professional cooking tips and techniques from world-renowned chefs. The recipes are broken down into step-by-step details and matched with photos to make it as convenient as possible for home cooks to bring famous international dishes to their tables. The site will also offer insights on ways to maximize LG cooking appliances to improve the recipe or to make the cooking process more convenient.

“This portal will enable those interested in cooking to become global chefs in the comfort of their own kitchens,” said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. “At LG, we believe enjoying the world's cuisines shouldn't be limited to just restaurants and pre-packaged frozen foods. We

want to show that international dishes are not only easy to prepare, but fun as well.”

To experience LG’s new cooking portal, visit www.lg.com/cooking.

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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 Home Appliance Company

The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG’s insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG’s innovative technologies and convenient features, including the world’s first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader.

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