



FOR IMMEDIATE RELEASES

LEGENDARY COMPOSER ENNIO MORRICONE MAKES BEAUTIFUL MUSIC FOR LG SMARTPHONES

LG Focuses on Creating Original Content for Today's Mobile Entertainment Devices

SEOUL, Dec. 22, 2010 – LG Electronics (LG) today announced the release of an exclusive collection of music and ringtones written by movie soundtrack maestro Ennio Morricone. The first such collaboration of its kinds, both newly composed pieces as well as a selection from Morricone's legendary oeuvre, including *Cinema Paradiso*, *The Mission* and *Love Affair*, will be included in the collection.

To ensure that the beautiful music is paired with a suitably impressive platform, LG engineers have been hard at work perfecting the audio performance on its latest phones. The exclusive music will be preloaded on LG smartphones starting with the LG Optimus 2X set to debut next month in Europe. LG smartphone users will be able to enjoy a total of 25 of Morricone's creations -- 15 ringtones composed specifically for LG and 10 of his best-known tunes from the world of cinema.

Born in Italy, Morricone is one of the most prolific and influential film composers in the world. He has composed and arranged scores for more than 500 films and TV programs over his illustrious career.

"Signore Morricone is one of the best-loved soundtrack composers of all time," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. "Reproducing his work with such amazing clarity on the Optimus 2X, gives smartphones a whole new level of respect as the primary device for on-the-go music."

In addition to the collection of 25 ringtones and music, LG plans to develop a range of apps with Morricone-related content such as images and video clips for free downloading from the LG Application Store (www.lgapplication.com) starting next year.



The partnership with Ennio Morricone is part of LG's Mobile Signature Sound Series, which kicked-off in 2006 with The Real Group, the award-winning a cappella group from Sweden.

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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 (USD 43.4 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning and Energy Solution. 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 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 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.lg.com.

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