

IMMEDIATE RELEASE**LG TO INTRODUCE
WORLD'S LARGEST FULL LED 3D TV AT CES 2011**

LZ9700 Offers Rich, Life-Sized Images for a More Immersive Viewing Experience

SEOUL, Dec. 27, 2010 – LG Electronics (LG) will unveil the 72-inch LZ9700, the world's largest FULL LED-backlight LCD 3D TV (FULL LED 3D TV) at CES 2011 in Las Vegas. The LZ9700 gives viewers life-sized action with a beautifully crisp picture in both 2D and 3D.

Fitted with LG's innovative FULL LED technology, the LZ9700 is illuminated by a full panel of LEDs directly behind the screen, producing pictures as colorful as paintings in an art gallery. The extra spacious FULL LED screen size also makes the picture more expansive than ever, enabling viewers to experience superb picture quality with detailed images as big as, or larger than, real life.

Further enhancing the experience, the LZ9700 offers extraordinarily comfortable 3D viewing. Combining the world's largest FULL LED screen, the LZ9700's 3D takes on added depth and draws viewers even further into its immersive viewing experience. In addition, TruMotion 400Hz delivers a super-fast processing rate for exceptionally smooth 3D images.

“The LZ9700 combines the ultimate in LG's picture quality with our latest developments in 3D TV,” said Mr. Havis Kwon, President and CEO of LG Home Entertainment Company. “With the LZ9700, LG is poised to take the lead in the TV market with the world's largest FULL LED screen that delivers a truly outstanding TV viewing experience.”

This state-of-the-art TV is also fitted with LG's Smart TV functions. Via a strikingly simple Home Dashboard, this Smart TV delivers premium content from global

providers as well as the best locally sourced shows and movies. It also provides access to LG's growing collection of TV apps, which offer everything from language classes to games. And thanks to LG's intuitive and easy-to-use Magic Motion Remote Control, the LZ9700's numerous functions are extremely simple to find and operate.

The LZ9700 will be available to customers early 2011; additional details to follow in local markets.

Main Features:

- FULL LED-backlight LCD 3D TV
- 72-inch class
- TruMotion 400Hz
- Micro Pixel Control (Local Dimming)
- Smart TV
- Magic Motion Remote Control
- Smart Share (DLNA, Media Link, USB, etc.)

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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.lgnewsroom.com

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players and video products for the consumer and professional markets. LG's product areas include LCD and plasma televisions, home theater systems, Blu-ray disc players, audio components and video players, and plasma display panels, among others. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience.



Global Web Site www.lg.com

Media Contacts:

Seye Im
LG Electronics Corporate Communications
+822 3777 3631
lgpr@lge.com

Ken Hong
LG Electronics Corporate Communications
+822 3777 3626
ken.hong@lge.com

