

FOR IMMEDIATE RELEASE**LG AND ALAIN MIKLI PROVE THAT NOT ALL 3D GLASSES
HAVE TO BE UNCOMFORTABLE AND UNSIGHTLY***Ergonomically Designed 3D Specs Deliver Realistic Images in Style*

SEOUL, Dec. 8, 2010 – LG Electronics (LG) today announced it will introduce 3D glasses designed in conjunction with Alain Mikli, a world-renowned French eyewear maker. By combining its expertise in 3D TVs with Alain Mikli's know-how in eyewear design, LG is delivering the best quality in every aspect of 3D technology.

With over 30 years of history and tradition, French designer Alain Mikli has gained an international reputation by providing unbeatably comfortable and stylish glasses. The company operates a collection of flagship boutiques around the world in cities such as New York, Paris and Milan, attracting fashion-conscious consumers.



“Numerous studies have shown that of all the challenges facing 3D technology acceptance, the glasses always rank near the top,” said Havis Kwon, President of LG Electronics Home Entertainment Company. “The fact is, 3D viewing glasses don't have to be ugly and uncomfortable. We've just proven that with Monsieur Mikli's help in creating what are probably the best, most stylish 3D glasses in the world,”

The new glasses raise the bar for 3D eyewear in terms of design, fit, and user comfort. Unlike the current 3D glasses made of plastic, LG and Mikli opted to make their 3D glasses from select metals, while also sticking to the French designer's signature streamlined design.

In addition, the glasses are ergonomically designed to offer the utmost comfort. The optimum weight ratio on the front and back of the glasses means viewers will feel less fatigue when wearing them over longer periods. A special nose pad, which Mikli and LG have co-patented, provides a snug fit around the bridge of the nose. Also, spring-

hinged arms with extra-long tips ensure the glasses will fit perfectly around the sides of the viewer's head for viewer's ultimate comfort.

The new premium 3D glasses will be available worldwide after being showcased early next year at CES 2011. These will be provided with LG's 2011 new premium 3D TVs.

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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 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 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 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.

About Alain Mikli

Launched by Frenchman Alain Mikli in 1978, the Mikli brand has become synonymous with luxury eyewear worldwide. Alain Mikli combines stylish but comfortable design with unique, high quality materials to create a look that is both practical and very elegant. Today, its stylish frames and sunglasses are worn by A-list celebrities and movie stars such as Samuel L. Jackson and Meryl Streep. It also operates a string of flagship boutiques around the world, including in New York, Paris and Milan. For more information, visit Alain Mikli's website: www.mikli.com

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