

FOR IMMEDIATE RELEASE**LG DISHWASHER SIMPLIFIES YOUR LIFE
WITH ITS TRUESTEAM™ TECHNOLOGY**

*With Superior, Prewash-free Cleaning and Great Convenience,
LG Steam Dishwasher Frees Up Time for More Important Things in Life*

LAS VEGAS, Jan. 5, 2011 – LG Electronics (LG) demonstrated its newest steam dishwasher at the 2011 International Consumer Electronics Show (CES®) in Las Vegas. The dishwasher's innovative TrueSteam™ technology uses dedicated steam cycles to deliver excellent cleaning results.

Thanks to LG's proprietary built-in TrueSteam™ generator, the Steam Power cycle creates powerful steam that can dissolve the toughest residue, leaving dishes perfectly clean without the hassle of pre-washing by hand. Additionally, the Steam Delicate cycle uses gentler steam to remove resistant stains, such as lipstick, without damaging or scratching delicate items such as stemware and china.

In addition, LG's Inverter Direct Drive™ motor makes the dishwasher highly energy efficient, cutting energy use by up to 71 percent compared with standard Energy Star-certified dishwashers. It also makes washing and draining quieter than ever, with noise levels of 42 decibels, some of the quietest in its category. The Inverter Direct Drive™ comes with a 10-year warranty.

Product Specifications:**LG TrueSteam™ Dishwasher (LDF9942ST)**

- TrueSteam™ Technology
- 42dBA LoDecibel™ Quiet Operation
- Exceeds Energy Star® Requirements



- Slim Inverter Direct Drive™ Motor 10-Year Warranty
- Smart Diagnosis™ Technology
- Glass Touch LCD Controls

For more information and product images, please visit LG's online press kit at www.lgnewsroom.com/CES2011.

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* Designs, features and specifications subject to change without notice.

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 & Energy 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 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 USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG's "Life's Good" marketing theme. For more information, please visit www.lg.com.

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