

FOR IMMEDIATE RELEASE**LG INTRODUCES THE WORLD'S LARGEST FULL LED 3D TV**

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

LAS VEGAS, Jan. 5, 2011 – LG Electronics has announced the world's largest FULL LED 3D TV. The LG 72-inch LZ9700 gives viewers life-sized action with a beautifully crisp picture in both 2D and 3D.

“The LZ9700 combines the ultimate in LG’s picture quality with our latest developments in 3D TV,” said Havis Kwon, President and CEO of LG’s 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.”

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 supremely 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.

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 and local best providers, the best in locally sourced shows and movies, and access to LG’s growing range of TV apps, which offer everything from language classes to games. In

addition, 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.

Main Features:

- FULL LED 3D TV
- 72-inch class
- TruMotion 400Hz
- Micro Pixel Control (Local Dimming)
- Smart TV
- Magic Motion Remote
- DLNA
- Media Link

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.

* LG LED TVs are LCD TVs with LED backlighting.

*Internet connection & subscriptions required and sold separately.

*For a small percentage of the population, the viewing of stereoscopic 3D video may cause discomfort such as dizziness or nausea. If you experience any of these symptoms, discontinue using the 3D functionality and contact your health care provider. 3D glasses required and sold separately.

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 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 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.

Media Contacts:

LG Electronics Corporate Communications

Seye Im, +822 3777 3631, Seye.im@lge.com

Kenneth Hong, (206) 619 1414, Ken.hong@lge.com