

FOR IMMEDIATE RELEASE

LG's NEW 'SUPER LED' LINE RAISES BAR FOR HIGH-TECH, HIGH-PERFORMANCE MONITORS

Monitors Combine Slim Design, Great Picture Quality, Wide Viewing Angle and Significant Energy Saving

LAS VEGAS, Jan. 5, 2011 – LG Electronics' innovative new SUPER LED monitor line-up, introduced today at the International Consumer Electronics Show (Booth #8205), is designed to provide consumers with stylish designs, excellent picture quality, wide viewing angles and energy efficiency – aptly named SUPER Slim, SUPER Picture Quality, SUPER Angle and SUPER Energy Saving.

“As a leader in the LED monitor market, LG is preparing to take customer satisfaction to new heights with its brand new premium monitors,” said Si Hwan Park, Vice President of Monitor Division of LG Home Entertainment Company. “With their stunningly original design and technology features, LG’s SUPER LED monitors set a new benchmark for style and performance in premium monitors.”

Unbeatably Slim, Compellingly Vivid

With the CES Innovations Award winning E2290V, LG unveiled the ultimate in slim design – 7.2mm thin – and great picture. In contrast to conventional monitor designs, the E2290V's stand features delicate curves and a sophisticated metallic texture. Its power supply and socket connecting it with the desktop are cleanly tucked into the back of the stand, a design innovation called EZ-cabling.

Featuring LED lighting, and a 10,000,000:1 contrast ratio, experience rich, deep, vibrant Full HD 1080p. With a picture response time of just two milliseconds, the monitor's display remains clear and bright even during fast-moving action sequences.

Building on already outstanding picture quality standards, LG’s unveiled its new SUPER+ (Plus) Resolution function, which up-scales standard-definition content to high resolution, while sharpening blurry edges and improving dim colors. SUPER+ Resolution (available with the E2341V series) is made possible with LG’s Image Clear Engine, which uses a Full HD-compatible single-frame algorithm to eliminate frame delay without the need for any external memory or software.

Wide-Angle Viewing, Lower Energy

LG has merged its In Plane Switching (IPS) technology along with an energy efficient design by incorporating LED backlighting on its new IPS236V monitor. IPS technology offers a wide viewing angle of 178°/178°. Combined with its 6 Axis Color Control, this model offers stable color across all viewing angles, making it ideal for photo and video professionals, and game enthusiasts alike. Its Full HD 1080p resolution and mega contrast ratio of 5,000,000:1 ensure a superb picture.

Each monitor in the SUPER LED series incorporates energy efficiency. The E2341V series uses SUPER Energy Saving technology, so it consumes less energy than conventional LED monitors with no drop in picture quality. Other SUPER LED series are up to 40 percent more energy efficient than standard LCD units.

In total, LG announced four SUPER Slim LED Monitors; additional details on the series are below:

Specifications

| Product | E2290V | E2381VR | E2341V | IPS236V |
|-------------|---------------|---------------|---------------|--------------------|
| Panel | LED Backlight | LED Backlight | LED Backlight | IPS, LED Backlight |
| Screen Size | 21.5” | 23” | 23” | 23W |

| | | | | |
|----------------------------|---|--|-----------------------------|---|
| Format | 16:9 | 16:9 | 16:9 | 16:9 |
| Native Resolution | 1920 x 1080 | 1920 x 1080 | 1920 x 1080 | 1920 x 1080 |
| Brightness | 250cd/m ² | 250cd/m ² | 250cd/m ² | 250cd/m ² |
| Contrast Ratio(DFC) | 10,000,000:1 | 10,000,000:1 | 5,000,000:1 | 5,000,000:1 |
| Viewing Angle | 170/160 | 170/160 | 170/160 | 178/178 |
| Response Time | 2ms (GTG) | 5ms (Typ.) | 5ms(Typ.) | 5ms GTG(σ) |
| Interface | D-Sub, DVI-D, HDMI | D-Sub, DVI-D, HDMI | D-Sub, DVI-D, HDMI | D-Sub, DVI-D, HDMI |
| Stand | Tilt | Tilt | Tilt | Tilt |
| Function | Image Booster, EZ Cabling, Original ratio, Photo Effect | SUPER+Resolution, SUPER Energy Saving mode, Original Ratio | SUPER Energy Saving mode | 6-Axis Color Control, Smart+ Package |

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

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

*LG LED Monitors are LCD Monitors with LED backlighting

* E2290V 22-inch class/21.5-inch diagonal

* E2381VR 23-inch class/23.0-inch diagonal

* E2341V 23-inch class/23.0-inch diagonal

* IPS236V 23-inch class/23.0-inch diagonal

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.

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