

FOR IMMEDIATE RELEASE**LG ELECTRONICS MAKES IT EASY TO GO SMART
WITH NEW SMARTTV OFFERINGS**

User-friendly Dashboard and Motion Control Magic Remote Provide Easy Access to Premium Content and LG App Store

LAS VEGAS, Jan. 5, 2011 – LG Electronics (LG), a global leader and technology innovator in consumer electronics, unveiled its new LG SmartTV platform at the International Consumer Electronics Show (Booth #8205). The unique platform provides access to thousands of movies, customizable apps, videos and the ability to browse the Web through an easy to navigate user interface and uncomplicated point and click remote system*.

A simple dashboard is the gateway to the LG SmartTV experience. With just four main sections – TV Live, Premium Content, TV Apps and a Launch Bar – viewers are never more than a few clicks from a vast variety of content.

For TV models, selecting features is as easy as the wave of the hand with the motion controlled Magic Remote*. The remote is operated by simply pointing it at the screen, moving the cursor to the desired option and clicking on the selection. A keyboard is not needed, but a QWERTY keyboard app is available for download on Android smartphones or iPhone.

“LG SmartTV provides viewers with endless options on their television, however, if these entertainment features are difficult to access or select, consumers will not truly enjoy the technology,” said Jay Vandebree, senior vice president, Home Electronics, LG Electronics USA. “We have designed our LG SmartTV platform to be as easy and simple

to use as possible, so that viewers spend their time engaging with their television, rather than navigating it.”

Building upon the pioneering NetCast Entertainment Access offering, LG’s SmartTV platform provides access to endless entertainment options from providers including**:

- **VUDU**– Allows consumers to buy or rent from an extensive catalog of more than 2,000 high-definition movies and TV titles without monthly fees or additional hardware. It also is the only online service to offer movies in 1080p.
- **Netflix** – Updated with Netflix 2.0, consumers can now stream thousands of movies without a PC.
- **YouTube** – Instantly streams millions of Web videos directly from the Internet.
- **CinemaNow** – Allows consumers to browse from the CinemaNow premium content catalog and instantly stream purchased or rented movies and popular TV shows.
- **Hulu Plus** – Subscribers have access to back seasons or full runs of some of TV’s greatest shows.
- **Amazon Video on Demand** – Allows consumers to view more than 75,000 hit movies and television shows instantly.
- **Live Streaming Sports** (multiple partners) – Pro sports fans can follow their favorite teams, stay up to date with player profiles, and stream games in HD quality.

The LG App Store is also populated with hundreds of applications for download. Additionally, the platform includes a Web browser so users no longer need to turn on their laptop to access the Internet. With this feature, news, reviews, and a host of other content can be viewed on the television screen. (Web browser available on LG SmartTV models and LG Smart TV Upgrader only).

LG’s Smart Share function allows users to wirelessly stream content from their PCs and other compatible devices for viewing on their television screen. Smart Share also includes Media Link, which provides additional information, such as cover art or liner notes, for content being streamed.



LG SmartTV is available on a range of LG's new LED, LCD and plasma HDTVs, including: LK530, LV3700, LV5500, LW5600, LW6500, LW7700, LW9500, LW9700, PZ750 and PZ950. The platform is also available on a number of Blu-ray Disc players and Home Theater offerings, including: BD650, BD670, BD690, LH336, LHB536 and LHB976. For consumers who are not looking to purchase a new television but would like to access the LG SmartTV technology, LG also has introduced the LG SmartTV Upgrader, a set-top box that provides any television with an HDMI input the ability to access endless amounts of content including movies, sports, television programming, music and premium applications.

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

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* Specifications subject to change without notice.

*Internet connection & subscriptions required and sold separately. The Magic Motion Remote does not come equipped with all LG SmartTV enabled TVs and separate purchase maybe required.

** Content partners may vary by product category.

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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