

FOR IMMEDIATE RELEASE

NEW LG SMARTTV UPGRADER MAKES EVERY TV A SMART TV

*Combines Web Browser, Premium Content and LG Apps
With a User-Friendly Interface*

LAS VEGAS, Jan. 5, 2011 – LG Electronics introduced its new LG SmartTV Upgrader (ST600), an easy solution for transforming any TV into a Smart TV, today at the International Consumer Electronics Show (Booth #8205). The Upgrader gives any television with an HDMI input the ability to access endless amounts of content including movies, sports, television programming, music and premium applications, all through an easy to navigate user interface*.

The LG SmartTV Upgrader also offers a Web browser so viewers 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.

“LG Smart TV is an exciting innovation and our LG SmartTV Upgrader provides an affordable option for consumers to adopt this new technology,” said Jay Vandenberg, senior vice president, LG Electronics USA. “Now any TV can be ‘Something Better’ with virtually unlimited content options.”

Building upon the pioneering NetCast Entertainment Access offering, the LG 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. The user-friendly interface can be easily navigated by a remote control with finger touch pad or smart phone with an Android or iPhone QWERTY keyboard application.

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. The Upgrader includes built-in WiFi and uses an HDMI connection.

Specifications

- WiFi 802.11 BGN
- Connections
 - HDMI
 - Optical
 - USB
- A/C Power

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

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*Design, features specifications, pricing and availability subject to change.

*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.

*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 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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