

FOR IMMEDIATE RELEASE**LG ELECTRONICS UNVEILS ‘HD SOUND BAR,’ SUBWOOFER DUO**

Home Theater Experience Amplified with a Sleek and Powerful 280-Watt Audio System

LAS VEGAS, Jan. 5, 2011 – LG Electronics unveiled the LG “HD Sound Bar,” a home theater accessory designed to elevate audio performance, complement LG’s advanced flat panel displays and deliver a superb home theater experience. Demonstrated at the International Consumer Electronics Show (Booth #8205), the LG HD Sound Bar (model LSB316) also plays digital audio streamed wirelessly from Bluetooth-enabled devices.

Available in early 2011, the LG HD Sound Bar (model LSB316) enhances the audio output of an HDTV by adding additional speakers and subwoofer capabilities to produce powerful 2.1 channel virtual surround sound. The LSB316 includes six speaker drivers housed in a sleek, stylish speaker bar that can be placed directly below the TV or wall mounted. The bar is accompanied by a wireless subwoofer that can be conveniently placed out of sight while delivering deep, rich bass. The LG HD Sound Bar’s slim design allows for easy wall mounting, which matches up perfectly with a 42-inch class screen, one of the most popular class sizes sold in the U.S.

“LG’s new sound bar delivers a great solution for consumers who want to experience enhanced audio performance but may not have space for a full 5.1 home theater system,” said Jay Vandebree, senior vice president, LG Electronics USA. “The LSB316 not only pumps up the audio performance of programming on TV, but also brings a richer audio experience to music in an easy to set up and use package.”

The LSB316’s Bluetooth capability allows users to wirelessly stream music from their Bluetooth-enabled smart phone, tablet PC or MP3 player to the bar and enjoy high quality

audio performance. The Bluetooth function can also transmit sound from a TV program to compatible headphones for late-night viewing without disturbing others in the household.

Features include:

Sound

- 2.1 Channel, 280-watt output
- Wireless Active Subwoofer, Front Firing Subwoofer
- LG Sound Gallery (Professional DSP)
- Natural EQ, Bass Blast, Clear Voice, VSM (Virtual Surround Matrix) Plus, Game EQ, MP3 Up-Scaling, Night Mode

Design

- 42-inch class TV size matching
- Slim Design (height 80mm, depth 50mm)
- Capable for wall mounting or table display
- 2.5-inch Parabola speakers with silk dome tweeter

Convenience

- Bluetooth 2.1 TX/ RX
- 2 Optical In, TV Sound ez Set-up
- One portable Audio in
- USB Host (MP3/ WMA playback)
- MPEG2 AAC Support

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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