FOR IMMEDIATE RELEASE

LG'S KOMPRESSOR® VACUUM CLEANER PROVIDES OPTIMUM PERFORMANCE WITH LESS HASSLE

LG's Upright Vacuum Cleaner Offers Thorough Cleaning with Impeccable Results

LAS VEGAS, Jan. 5, 2010 − LG Electronics (LG) will today demonstrate its upright vacuum cleaner − which delivers an easier and smarter cleaning experience − at the 2011 International Consumer Electronics Show (CES®).

This high-performance vacuum cleaner is underpinned by LG's proprietary KOMPRESSOR® technology, the world's first motorized dust-compression system. The KOMPRESSOR® packs dust into wedges, and together with the larger bin size enables the vacuum to hold up to three times more dust than non-compressor models, meaning users will be able to empty the dust bin far less frequently. As a result, the upright vacuum cleaner helps reduce overall dust levels and makes it far easier to empty the dust bin.

Additionally, the vacuum cleaner's DualForce+™ suction captures more dirt across a wider area, while the Click 'N Go Wand™ enables easy and quick access for those hard-to-reach areas. A 40-foot cord means less plugging and unplugging, so users can get the job done more quickly, and multipurpose tools deliver the means to provide all-round, deep cleaning.

In addition to its upright vacuum cleaner, LG is showcasing its HOM-BOT robotic vacuum cleaner. LG's new HOM-BOT vacuum offers a unique combination of dual camera (upper and lower), ultrasonic and infrared sensors, making cleaning an effortless job, while also minimizing collisions. It boasts a super-slim height of just over 3.5 inches. With noise levels of just 60 decibels (IEC), users will be able to hear the TV clearly or read books while they clean. Auto docking and recharging functions add to the overall convenience.

Product Specifications:

LUV400T

- KOMPRESSOR® System
- DualForce+™
- Click 'N Go Wand™
- 40-foot Cord
- Multipurpose Tools

LUV300B

- KOMPRESSOR® System
- DualForce+™
- Click 'N Go Wand™
- 40-foot Cord

LUV200R

- KOMPRESSOR® System
- DualForce™
- 30-foot Retractable Cord

HOM-BOT

- Dual Cameras
- Ultrasonic Infrared Sensors
- Noise Level of 60 dB
- Super Slim Height of just over 3.5 Inches

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.

Media Contacts:

LG Electronics USA
John Taylor
847-941-8181
john.taylor@lge.com

Clara Chang
201-816-2011
clara.chang@lge.com

Katy Donnelly
704-846-1864
katy.donnelly@lg-one.com