



FOR IMMEDIATE RELEASE

**LG ELECTRONICS MAKES IT EASY TO GO SMART
WITH NEW SMART TV OFFERINGS**

*User-friendly Home Dashboard and Magic Motion Remote Control Provide
Easy Access to Premium Content and LG Apps*

SEOUL, Jan. 4, 2011 – LG Electronics (LG) is to unveil its new range of Smart TV products at the 2011 International Consumer Electronics Show (Booth #8205) in Las Vegas. With its simple Home Dashboard and Magic Motion Remote Control, LG's Smart TV makes it easy to access a full array of premium online content, LG Apps and much more.

“LG Smart TVs embody the most advanced technology of any internet-linked TVs, providing users with endless entertainment options,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “By listening to our consumers, we’ve made Smart TV so easy and simple to use that the whole family can enjoy tomorrow’s TV technology today.”

The easy use of LG Smart TV begins with its simple, uncluttered Home Dashboard. On a single screen with TV Live, Premium Content, LG Apps and Launcher Bar, LG's Home Dashboard offers simple, intuitive access to Smart TV's full range of entertainment options and an easy way to find whatever viewers want to watch.

While many remote controls now have as many buttons as keyboards, LG has gone the other route and stripped the remote down to its absolute basics. LG's Magic Motion Remote Control lets users simply wave and click, so they have no need to take their eyes off the screen when choosing and activating their choice. In addition, a drag and drop function makes the control even simpler and more convenient to use.



LG's Smart TV provides instant access to an outstanding range of content, including Movie VOD, Major Sports League Pass and Catch-up TV Services, both from premium global providers and specially selected regional content companies. In addition, the custom-made LG Apps offer services ranging from lifestyle and education to entertainment and games that can be enjoyed by the whole family.

The TVs' Smart Share function allows users to wirelessly stream content from compatible devices for viewing on their television screen. With Smart Share, users can also directly transfer stored content from their PC, and access simultaneous meta data – including actor profiles and plot synopses – about whatever movie they're watching.

The platform also includes the 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 directly on the television screen.

LG's Smart TV will be showcased for the first time at CES 2011 in Las Vegas, followed by a global roll-out in early 2011.

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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 115 operations including 84 subsidiaries around the world. 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 and Energy Solution. 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 of Formula 1™ 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.



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