

FOR IMMEDIATE RELEASE**LG HEAT PUMP NAMED BEST IN HEATING CATEGORY
AT AHR EXPO INNOVATION AWARDS**

Boasts High Capacity, Eco-Friendly Energy Consumption, Reliability in Harsh Environments

SEOUL Feb. 1 2011 – V2 Injection™ technology from LG Electronics is to be awarded in the Heating category for its significant contribution to the company's Air-to-Water Heat Pump (AWHP). The awards are presented annually to the most innovative HVACR (Heating, Ventilating, Air Conditioning, Refrigerating) products on show at the International AHR Exposition, which takes place from January 31 to February 2 in Las Vegas.

With its award-winning V2 Injection technology, LG's AWHP has the best energy efficiency in the AWHP market, delivering a superior heating performance with greater consistency and cost effectiveness. Using a two-stage rotary compressor and phase separation instead of a conventional one-stage compressor, V2 Injection significantly increases the unit's heating capacity. This means the pump maintains 100 percent of the system's heating capacity in temperatures as low as -15 degrees (Celsius) without the need for a back-up heater. V2 Injection also expands the pump's heating range to -25 degrees.

With V2 Injection technology, LG's AWHP enhances the unit's seasonal heating performance by 30 percent, meaning lower electricity bills for customers. Greater heating capacity and a highly efficient heat pump also contribute to lower CO² emissions.

"It is a great honor for LG to be recognized at this expo as having the most innovative heating system in the world," said Hwan-yong Nho, President and CEO of LG Air Conditioning and Energy Solution Company. "Few outside this industry realize how innovative some of today's heating and cooling solutions are. We hope that with V2 Injection and this award, AWHP will become a household name among industry

decision makers.”

Currently, V2 Injection is the core technology in a number of commercial air conditioners sold in Korea. As a result of its success, LG will introduce AHP in northern Europe this year followed by other regions throughout the world.

Winners of the 2011 competition will be recognized at an awards ceremony at the AHR Expo, which is being held in the Las Vegas Convention Center. AHP will be on display along with the company’s DFS, Multi V and expanded line-up of PTAC at booth N (North) 3506.

###

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. With 2010 global sales of 55.8 trillion Korean won (USD 48.2 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 Air Conditioning and Energy Solution Company

The LG Electronics Air Conditioning and Energy Solution Company is a complete heating, ventilation and air conditioning (HVAC), and energy solution company providing Residential Air Conditioning (RAC), Commercial Air Conditioning (CAC), Solar Energy and Lighting around the world. Bringing technology leadership from the worldwide HVAC market and incorporating technologies from throughout LG, LG AE is increasingly expanding into specialized B2B solutions as an integrated energy solutions company. Through its innovative technology, heavy investments in R&D and effective marketing strategies, LG AE has broken its own sales records every year since 2000.

Media Contact:



Global Web Site www.lg.com

LG Electronics
Nanako Kato
+82 2 3777 3918
nanako.kato@lge.com
www.lgnewsroom.com

