

FOR IMMEDIATE RELEASE

LG OPTIMUS BLACK CREATES ART WITH KEITH HARING

Collaboration to Bring Pop Art Stylishness to Smartphones

SEOUL, Feb. 10, 2011 – LG Electronics (LG) is making a statement in smartphone design with a collaboration with the Keith Haring Foundation. The partnership will see artwork from the legendary American pop artist featured on LG's Optimus Black, which at just 6 mm (at its thinnest point) and 109 grams, takes the crown as the world's slimmest and lightest Android-powered smartphone.

“Keith Haring inspired the art world with his energetic, colorful images which are recognized by millions of people around the world,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “We hope to capture some of that ‘joie de vivre’ through this partnership as it’s perfectly consistent with our ‘Life’s Good’ philosophy.”



LG and the Keith Haring Foundation have selected two of the artist's works to create iconic back covers for the LG Optimus Black. This is the second time LG has worked with the foundation -- in 2008 LG and the foundation collaborated on the LG KF600 and LG KF700 with the goal of bringing more art into people's lives.

Making a bold visual statement, the LG Optimus Black offers sleek and smooth lines that are both stylish and functional. No matter how it's held, the LG Optimus Black delivers high-quality sound as a result of an antenna designed to be completely free from physical interference.

Featuring the NOVA display, the Optimus Black provides optimal brightness and readability under any lighting conditions. The NOVA screen delivers a more natural web browsing experience by displaying truer whites while also cutting energy use by 50 percent compared to conventional LCDs. The Optimus Black also offers a more intuitive user environment where frequently used functions can be accessed directly



from the locked screen with a tap, tilt or shake command. Other features include the world's first 2 megapixel front-facing camera and Android 2.3 upgrade capability.

The LG Optimus Black will be available in black, white and other color variations in select European markets next month. Visitors to the Mobile World Congress 2011 will be able to see first-hand the Keith Haring LG Optimus Black from February 14 to 17.

For more information and product images visit www.lgnewsroom.com/MWC2011.

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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. 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 Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology.

About Keith Haring

Keith Haring was an artist and activist who frequently used his art to speak about social issues. He was one of the best known among the young artists, filmmakers, performers and musicians whose work responded to urban street culture of the 80s. Diagnosed with AIDS in 1988, Haring established the Keith Haring Foundation in 1989 to provide funding and imagery to AIDS organizations, and to ensure that his philanthropic legacy would continue indefinitely. The Keith Haring Foundation's mission is to sustain, expand and protect the legacy of Haring's art and his ideals. The Foundation supports organizations that assist underprivileged children, as well as those engaged in education, research and care with respect to AIDS and HIV. The Keith Haring Studio is represented by Artestar LLC, an international brand licensing and consulting firm specializing in fine art, fashion and design brands.

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