

FOR IMMEDIATE RELEASE

LG UNVEILS REVOLUTIONARY LTE VOICE/VIDEO CALLING

Higher Quality Voice Over LTE Technology to be Unveiled for First Time at MWC

Barcelona, Feb. 14, 2011 – LG Electronics (LG) is aiming to up the mobile market ante with the world's first demonstration of Voice over LTE (VoLTE) and Video call over LTE at this year's Mobile World Congress on the LG Revolution™, the first 4G LTE smartphone from LG.

Emerging from the GSMA initiative to create a global standard for delivering voice and messaging services over LTE, the "One Voice" protocol is expected to be widely adopted by mobile makers in the future with LG at the forefront of introducing the new technology to consumers.

"By showcasing the power of LTE, we hope consumers will better understand how fast mobile technology can be and help drive the industry closer toward this exciting reality," said Dr. Jong-seok Park, president and CEO of LG Electronics Mobile Communications Company. "Having been involved with Verizon in the joint development of the VL600 LTE modem in 2010, LG is well positioned to continue to lead the development of LTE technology."

Visitors to Mobile World Congress 2011 will be able to experience the faster and seamless high-quality voice and video calling via LTE at the LG booth (#8B178 in Hall 8, Fira de Barcelona). Superseding both 3G and Wi-Fi speeds, LG's LTE technology will ultimately change the way people make calls by utilizing established network carriers to provide HD voice quality through AMR (Adaptive Multi-Rate) wideband technology, while allowing users to maintain their existing phone numbers.

Unveiled at the Consumer Electronics Show in Las Vegas last month, the LG Revolution™ running Android 2.2 features a large 4.3-inch screen and complete support for

streaming, playing and recording HD video. The phone will be available in the U.S. in the first half of the year.

For more information and images, please 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. For more information, please visit www.lg.com.

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