

FOR IMMEDIATE RELEASE**LG UNVEILS VISION FOR SMARTPHONE LEADERSHIP***Targeting 150M Phones, 30 Million Smartphones in 2011*

Barcelona, Feb. 14, 2011 – At the Mobile World Congress (MWC) 2011 in Barcelona, LG Electronics (LG) revealed that it was targeting sales of 150 million mobile phones this year, a 30 percent increase year-on-year with smartphones accounting for 20 percent of total sales.

The company is targeting a four-fold rise in smartphone sales to more than 30 million units, 50 percent of its total revenues. LG plans to achieve this with the launch of 20 smartphone models globally in 2011. The company will invest heavily to strengthen its overall capability in R&D and quality management and will expand its R&D workforce to more than 6,000 employees, a 15 percent increase over 2010.

To offer customers a clear and superior choice, LG is drawing on technological superiority by introducing phones with dual-core processors, 4G LTE (Long Term Evolution) and 3D technology for its high-end smartphones. The company will also be improving its content and services through partnerships with key content providers, with a series of 3D games and movies available through LG Apps.

“We are already focusing all of our resources on delivering the widest variety of smart devices for all types of customers,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “This will be a critical year for LG and a lot of eyes are upon us to see if we’ll succeed. We don’t intend to let them down.”

Following its success at the Consumer Electronics Show in Las Vegas earlier this year, LG will be rolling out additional new models at GSMA Mobile World Congress in Barcelona, including the LG Optimus 3D, the world’s first smartphone with a 3D platform to record, view and share 3D content, and the eagerly anticipated LG Optimus Pad with



its 8.9-inch screen, dual-core processor and Android's new, tablet-optimized Honeycomb OS.

LG is showcasing its newest smart devices and LTE technology at its booth at stand 8B178 in Hall 8 at MWC from February 14 to 17. For more information, visit LG's online newsroom at 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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