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LG CLAIMS TOP GLOBAL MARKET SHARE IN LED MONITORS

Consumer-Focused Technology Puts LG at Top of Fast-Growing Monitor Sector in 2010

SEOUL, Mar. 31, 2011 – LG Electronics (LG) was the world’s market leader in LED LCD monitors in 2010 with an 18 percent market share – accounting for 2.92 million of 16.68 million LED LCD monitors sold around the world – according to global market research firm DisplaySearch.

“This represents a strong endorsement of LG’s drive to increase investment in R&D over the last 12 months,” said Si-hwan Park, Vice President of the Monitor Division at LG’s Home Entertainment Company. “The reason for our success is simple: We’ve focused on listening to our customers and then innovating around those needs. To keep on growing our market share, we’re going to be moving strongly into CINEMA 3D monitors in the near future.”

From just 1 percent in 2009, LED monitors’ share of the monitor market leaped to 10 percent last year. Having prepared in advance for the shift from LCD to LED LCD monitors, LG was well placed to capitalize as the market took off last year. LG invested heavily last year in growing its LED LCD monitor business, while also conducting a major marketing campaign – called “Show Your Sincerity” – in nine countries worldwide.

LG’s wide range of LED LCD monitors include the E50series, awarded environmental certification from UL, the E60 series, designed with an ultra slim depth of just 12.9mm, and the M80 series, which merges the functions of LED monitors with FULL HD TV. In addition, with a depth of just 7.2mm – the slimmest LED LCD monitors in the world – the E90 series took an Innovations Award at this year’s Consumer Electronics Show in Las Vegas.

With LED LCD monitors' share of the overall monitor market expected to grow to 30 percent this year from 10 percent last year, LG is aiming to secure 20 percent of this fast-growing sector. As it pushes hard to consolidate its No. 1 position in the global LED LCD monitor market, LG will be placing a particular focus on products with its In-Plane Switching (IPS) panels, sophisticated, slim design and CINEMA 3D monitors.

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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 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines, and refrigerators. LG has signed a long-term agreement to become both a Global Partner 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, video products, monitors, commercial displays and security systems for the consumer and commercial markets. LG's product areas include LCD and plasma televisions, LED LCD monitors, home theater systems, Blu-ray Disc™ players, audio components, video players and plasma display panels. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience. LG HE company is also a leader in providing commercial (or B2B) products such as digital signage, video conference system and IP security cameras.

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