

FOR IMMEDIATE RELEASE**WORLD'S FIRST DUAL-CORE SMARTPHONE COMES TO EUROPE***LG Optimus 2X to Launch in Key European Markets This Month*

SEOUL, Mar. 1, 2010 -- LG Electronics (LG) marks another milestone with the international launch of the world's first dual-core smartphone, the LG Optimus 2X, in key European markets. The Optimus 2X, which launched in Korea in January, will be rolled-out in Europe this month.

High-Speed, High-Tech Dual-Core Experience

Powered by the NVIDIA[®] Tegra[™] 2 mobile dual-core CPU, the LG Optimus 2X offers clear performance improvements in web browsing and gaming over single-core smartphones running at the same clock speed. Users get all the advantages of seamless multi-tasking between applications and instantaneous touch response, along with vivid graphics and console-like gaming experience.

“The LG Optimus 2X’s enhanced speed, advanced graphics and high-end features such as HDMI mirroring are the kind of high-end features that appeal to European consumers,” said Dr. Jong-seok Park, president and CEO of LG Mobile Communications Company. “With the Optimus 2X, we’re setting the tone for what will be a huge year for LG’s smartphones in Europe and worldwide.”

Full HD Entertainment Package

The LG Optimus 2X offers a Full HD multimedia experience with 1080p video recording and playback. Optimized for connectivity and file sharing, the device features HDMI mirroring, which allows content on the phone to be easily viewed on larger TVs or PC monitors with a single cable. And with its gyro sensor, HDMI mirroring lets users play motion-sensitive games on larger screens that rival the quality of today’s game consoles.

“The LG Optimus 2X with the Tegra 2 mobile super chip is ushering in a new era of mobile computing,” said Michael Rayfield, general manager of NVIDIA’s mobile business. “We’re proud of partnering with LG, one of the world’s leading mobile brands, to create a device that consumers look to as their computer first and phone second.”

The first mobile device to feature 7.1 multi-channel virtual surround sound, the LG Optimus 2X provides the closest thing to theater-quality entertainment on a mobile device. Furthermore, file-sharing is made even easier with DLNA connectivity, which lets users transfer stored content to and from compatible digital devices.

Key Features of LG Optimus 2X

- NVIDIA Tegra 2 Processor with 1GHz Dual-core Processor
- 1080p MPEG-4/H.264 Recording and Playback
- HDMI mirroring
- 4-inch WVGA screen
- 8-megapixel rear camera / 1.3-megapixel front camera
- 7.1 multi-channel virtual surround sound
- 8GB memory
- microSD memory expandability (up to 32GB)
- Micro-USB connectivity
- 1,500 mAh battery
- Supports Adobe Flash Player 10.1

The LG Optimus 2X will be released initially with Android 2.2 (Froyo) and will be upgradeable to 2.3 Gingerbread. The upgrade schedule will be announced in local markets in the near future.

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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 En-

ergy 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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