

FOR IMMEDIATE RELEASE**LG LAUNCHES EU'S FIRST A++ ENERGY RATED SIDE-BY-SIDE FRIDGE WITH BUMPER CAPACITY, SMART FUNCTIONS**

*New Model Boasts Top Energy Efficiency, Enhanced Freshness
and Industry-Leading Smart Features*

Seoul, May 27, 2011 – LG Electronics (LG) has unveiled its brand new 614-liter side-by-side refrigerator, which boasts the first A++ energy-efficiency rating¹ in the European Union (EU) for any fridge equipped with both a dispenser and a Home-Bar. With an enlarged usable inner space, the new fridge packs a raft of smart functions and innovative features -- including Hygiene Filter, which keeps food fresher for longer, and the Slim Door Mounted Ice Maker, incorporating a compact design to further maximize the usable area inside the fridge.

LG's new side-by-side refrigerator comes with a range of smart and innovative LG technologies with much improved energy efficiency. After introducing its A++ rated side-by-side refrigerator with a dispenser last year, LG has this year added a Home-Bar feature while maintaining the A++ rating for energy consumption.

Underpinning the side-by-side fridge's exceptional energy efficiency is LG's Linear Compressor Technology. The compressor controls cooling power and reduces internal friction to greatly reduce power consumption, while also making the fridge quieter and more durable. As a result, not only does the fridge offer an A++ energy-efficiency rating, it also comes with a 10-year warranty on the Linear Compressor motor.²

The new refrigerator also offers enhanced freshness thanks to its Hygiene Filter. As the world's first air purifying system in a refrigerator, LG's Hygiene Filter eliminates 99.9

¹ According to EU Energy Label

² Offer only applies to linear compressors purchased after October 29, 2009, in Korea, or after December 1, 2009, in other countries (noise levels will not normally be considered a valid reason for exchange or refund).

percent of dust, bacteria, and odors through four steps of anti-bacterial care and deodorization. The Hygiene Filter works in conjunction with a fan certified by Intertek, one of Europe's leading product certification and testing agencies.

By developing the Slim Door Mounted Ice Maker, the first of its kind in the industry, LG has confirmed its position as a leading innovator in the refrigerator market. This ultra-compact device conceals the ice-making system inside the refrigerator's door, freeing up extra door bins and shelf space to maximize both space and energy efficiency.

An exterior touch LED/LCD display makes messages clear and easy to read, while strips of bright LED lighting inside the refrigerator make it easier to see items stored deep inside.

LG's new side-by-side refrigerator will be available across Europe, beginning with Germany next month.

###

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 55.8 trillion Korean won (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 Appliance Company

The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG's insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG's innovative technologies and convenient features, including the world's first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader.

Media Contact:

LG Electronics, Inc.
Sally Lee
+82 2 3777 6483
lgpr@lge.com
www.lgnewsroom.com