

**FOR IMMEDIATE RELEASE****LG JOINS EXPANDING PORTABLE GAMING MARKET WITH OPTIMUS 3D AND HIGH QUALITY GAMES FROM GAMELOFT**

*Stereoscopic 3D Games on High-End Smartphone  
Usher in a New Era of Handheld Entertainment*

**SEOUL, July 7, 2011** – LG Electronics (LG) announced its entry into the expanding handheld gaming market with the launch of the LG Optimus 3D in Korea and the introduction of 17 Stereoscopic 3D (S-3D) games from leading mobile video game developer Gameloft.

“Today’s smartphones have the horsepower to compete with the best portable gaming devices and LG Optimus 3D is our proof,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “We think 3D is the natural next step in portable entertainment and LG is eager to throw its hat in the ring with the Optimus 3D and Gameloft’s ‘must-be-seen-to-be-believed’ titles.”

Full versions of three Gameloft titles will come pre-installed on new Optimus 3D smartphones with the remaining S-3D games available for download at significantly discounted prices for LG Optimus 3D owners. The three included S-3D games are *Asphalt 6: Adrenaline*, *N.O.V.A. -- Near Orbit Vanguard Alliance* and *Let’s Golf! 2*. The games received wide acclaim in their original versions and were specifically chosen for the realism and immersive game play they would provide when digitally re-mastered into S-3D.

“The most recent data shows iOS and Android devices are capturing a growing part of the portable gaming market by revenue,” said Michel Guillemot, President of Gameloft. “With the next generation of smartphones offering 3D capabilities, the bar has been raised to a new height. On the Optimus 3D, we’re able to offer our most popular titles to an entirely new audience at very competitive price points.”

Fourteen additional Gameloft S-3D games will be available for download via the *3D Games* icon on the LG Optimus 3D. Titles such as: *Assassin's Creed: Altair's Chronicles*, *James Cameron's Avatar*, *Ultimate Spider Man: Total Mayhem*, *GT Racing: Motor Academy*, *Shrek Kart*, *Modern Combat 2: Black Pegasus*, *Real Football 2011*, *Star Battalion*, *N.O.V.A. 2 -- Near Orbit Vanguard Alliance*, *Dungeon Hunter 2*, *Fishing Kings*, *BackStab*, *Eternal Legacy* and *Shadow Guardian* will be offered to Optimus 3D owners at half price for the first three months. *Archer Craft*, an LG produced S-3D game, will also be available as a free download.

Furthermore, special software available only on Optimus 3D allows for real-time conversion of 2D photo and video content into 3D. What's more, LG is taking content creation to a new level with a free software that can convert 2D games to 3D, available for download to all Optimus 3D owners in the third quarter.

"The convergence of communication, the internet and entertainment all on one device was what made smartphones so popular so quickly," added LG's Dr. Park. "3D on smartphones is what color was to television – it introduces an entirely new level of viewing enjoyment. Playing a Gameloft 3D title on an LG Optimus 3D is simply taking that enjoyment and multiplying it by a factor of ten. It's an experience that's guaranteed to put a smile on anyone's face."

The LG Optimus 3D, the world's first smartphone with full 3D and Tri-Dual (dual-core, dual-channel, dual-memory) architecture, was designed for maximum performance and efficiency, ideal for the high processing power required for gaming and viewing videos. The LG Optimus 3D is currently being introduced in over 60 markets around the world. The preloaded games will be available from launch, with further downloadable games rolling out over the coming months through a dedicated *3D Games* icon.

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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](http://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](http://www.lg.com).

**About Gameloft**

A leading global developer and publisher of downloadable video games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, including mobile phones, smartphones and tablets, set top box, connected TVs and consoles. Gameloft partners with leading international brands such as UNO®, Spider-Man®, James Cameron's Avatar™, Ferrari® and Sonic Unleashed®. Gameloft also operates its own established franchises, such as Real Football, Asphalt™, Modern Combat 2: Black Pegasus and N.O.V.A. -- Near Orbit Vanguard Alliance®. Gameloft is present in all continents, distributes its games in 100 countries and employs over 4,000 developers. Gameloft is listed on the Paris Stock Exchange (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA).

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