

FOR IMMEDIATE RELEASE**LG RAISES THE ANTE WITH
TWO NEW GINGERBREAD SMARTPHONES**

*LG Optimus Pro and Optimus Net Bolsters Company's Strength
in Offering "Androids For Everyone"*

Seoul, July 15, 2011 – LG Electronics (LG) today introduced two additions to the LG Optimus Series of smartphones -- the LG Optimus Pro (LG-C660) and the LG Optimus Net (LG-P690) running on the latest Android 2.3 platform. Known as "Gingerbread," version 2.3 of Google's Android mobile operating system offers enhanced multimedia support, enhanced power management and better gaming support.

"Today's customers want genuine choice, phones with a different mix of features and technology for different segments of the market," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. "And that's precisely what we've done with Optimus Pro and Optimus Net, two completely new devices which enhance LG's reputation as the company with an Android smartphone suitable for everyone."

LG OPTIMUS PRO – Simple Social Networking with Both QWERTY and Touch

The first LG Optimus smartphone with a portrait bar QWERTY keyboard, the LG Optimus Pro offers the best of both a physical keyboard and touch display. The 2.8-inch display provides quick navigation while the QWERTY keyboard is ergonomically designed for fast and accurate typing. Dedicated hotkeys for email and scheduler enable instant access for enhanced speed and convenience. Optimus Pro will be available in white, titan, as well as black.

LG OPTIMUS NET – The Next Generation of Social Communication

Featuring LG Social+™, the Optimus Net combines the most popular social networking portals in one convenient widget right on the homescreen. With a single click, users can multitask between updating their status on Facebook and Twitter while reading their friends’ social media feeds on the same screen. The integrated social widget provides one-click photo sharing with multiple social media accounts from the home screen. In addition, the 3.2 HVGA (320 x 480) display delivers clearer, sharper viewing of multimedia content while the LG SmartShare™ function allows easy sharing of content with other DLNA-friendly devices.

Specifications for the Optimus Net will vary market by market. Depending on the carrier, some of the phones in Europe will be Near Field Communication (NFC) capable for mobile payments. The North American version will include a QWERTY keyboard and in Brazil, China, Asia and the CIS region, the Optimus Net will be dual SIM-compatible. The phone will be available in white, as well as black.

Both the Optimus Pro and Optimus Net boast the largest 1500mAh battery in their class and an 800 MHz CPU, ensuring longer, better performance.

The two smartphones will be available starting this summer, rolling out in 30 markets beginning in Europe.

LG OPTIMUS PRO SPECIFICATIONS

| | | |
|---------|---------------|-------------------------------------|
| Network | 2G | EDGE 850 / 900 / 1800 / 1900 |
| | 3G | HSDPA 3.6Mbps Dual (900 / 2100) |
| Chipset | Baseband | MSM 7227T |
| Memory | RAM | 256 MB |
| | ROM | 512 MB |
| | User | 150MB 2GB Micro SD card included |
| | External Slot | Micro SD (up to 32GB) |
| Display | Type | TFT, Capacitive Touch |

| | | |
|--------------|-------------|--|
| | Size (Inch) | 2.8 inches |
| | Resolution | QVGA (240 x 320) |
| Camera | Main | 3.0 MP FF |
| Connectivity | Bluetooth | 3.0 |
| | USB | 2.0 High speed |
| | Wi-Fi | 802.11 b / g / n |
| | A-GPS | Yes |
| SW Spec | OS / UI | Android 2.3 Gingerbread Optimus UI 1.5 |
| | Codec | Audio: MP3/AMR/AAC/AAC+ Video: MPEG-4/ H.263/ H.264 |
| | Video | Recording: VGA@24fps Playback: VGA@24fps |
| | Browser | Web-kit based |
| Features | Battery | 1,500mAh / Li-Ion |
| | Speaker | 18x12 |
| | Receiver | 1207 |
| | Audio | FM Radio 3.5mm Headset Jack |
| Color | | Black, White, Titan |

LG OPTIMUS NET SPECIFICATIONS

| | | |
|--------------|-----------------------|---|
| Network | 2G | GSM 850 / 900 / 1800 / 1900 |
| | 3G | HSDPA 3.6Mbps 900/1700/1800/2100 |
| Chipset | Baseband | MSM7227T |
| | Application Processor | ARM11/800GHz |
| Memory | RAM | 512 MB |
| | ROM | 512 MB |
| | User | 150 MB 2GB Micro SD card included |
| | External Slot | Micro SD (up to 32GB) |
| Display | Type | TFT, Capacitive Touch |
| | Size (Inch) | 3.2 inches |
| | Resolution | HVGA (320 x 480) |
| Camera | Main | 3.0 MP AF |
| Connectivity | Bluetooth | 3.0 High speed |
| | USB | 2.0 High speed |
| | Wi-Fi | 802.11 b / g / n |
| | A-GPS | Yes |
| | NFC | No (NFC model separate) |
| | OS / UI | Android 2.3 Gingerbread Optimus UI 2.0 |

| | | |
|----------|----------|-------------------------|
| | Codec | Audio: MP3/AMR/AAC/AAC+ |
| | | Video: MPEG-4/ H.263 |
| | Video | Recording: VGA@24fps |
| | | Playback: VGA@30fps |
| | Browser | Web-kit based |
| | DLNA | Yes |
| Features | Battery | 1,500mAh / Li-Ion |
| | Speaker | 18x12 |
| | Receiver | 18x12 |
| | Audio | FM Radio |
| | | 3.5mm Headset Jack |
| Color | | Black, White |

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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 KRW 55.8 trillion (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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