

FOR IMMEDIATE RELEASE**LG'S CINEMA 3D GAME FESTIVAL GOES GLOBAL**

*3D Gaming Festival Heads Overseas to Show Gamers
and the Public LG's Full Range of CINEMA 3D Technology*

Seoul, Aug. 22, 2011 – LG Electronics (LG) is taking its successful Korean CINEMA 3D Game Festival around the globe in order to demonstrate to the public the potential of its 3D products in the gaming environment. The events will mirror the energy and excitement that was seen in the highly successful 3D Game Festival in Seoul last June, attracting some 50,000 spectators and contestants.

LG's 3D Game Festival will be visiting 20 different countries -- including Canada, Russia and U.A.E. later this month -- so audiences can experience LG's full line-up of 3D offerings as they did at Gamescom, which took place from August 17 to 21 in Cologne, Germany. Gamescom, the biggest exhibition of game and entertainment in the world, gave more than 250,000 visitors the opportunity to try out LG's CINEMA 3D TVs, monitors, projectors, home theater systems and the LG Optimus 3D smartphone in a true gaming environment.

Visitors to LG's booth played some of the newest 3D game titles from Blizzard and were able to experience 3D action on Microsoft's XBOX Kinect. Utilizing LG's proprietary 2D to 3D conversion technology, all the games were displayed in thrilling 3D. LG's lightweight and battery-free glasses worked on all CINEMA 3D products so thousands of spectators were able to watch the action with their own pair of free glasses which they received at the event.

"Hearing about how good our 3D products are is one thing, seeing them in action is quite another," said Havis Kwon, CEO and President of LG Electronics Home Entertainment Company. "LG is currently the only company offering a 3D experience on such a wide variety of products. At the 3D Game Festivals, thousands of gamers and consumers will be able to see and feel just why LG 3D is generating so much buzz."

LG's 3D products will also have a large presence at IFA 2011 in Berlin, which runs from September 2 to 7.

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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.LGnewsroom.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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