

FOR IMMEDIATE RELEASE**LG TAPPED TO INTRODUCE CAPCOM'S
STREET FIGHTER IV ON UPCOMING HD SMARTPHONES**

One of the World's Most Popular Video Games Comes to LG's Optimus Series

SEOUL, Sep. 19, 2011 – LG Electronics (LG) announced today that it has entered into an exclusive deal with CAPCOM, Japan's legendary game developer known for creating multi-million selling franchises. The agreement gives LG exclusive rights to *Street Fighter IV* on its first HD Android smartphone for three months after its launch.

The *Street Fighter* series, which debuted in 1987, is found on millions of game consoles and in arcades all over the world but has never before been offered on the Android platform. *Street Fighter IV* will make its Android smartphone debut on LG's global apps site (www.lgworld.com) in the fourth quarter.

“We are honored to be able to bring one of the most popular fighting games of all time into the Android ecosystem,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “As we prepare our first HD smartphone for launch, it was important for us to be able to offer HD content that would really demonstrate this phone's benefits. The HD version of *Street Fighter* certainly fills this objective. We are also confident that LG's soon-to-be-unveiled HD display technology will give *Street Fighter* fans a whole new reason to play the game again.”

“We very much look forward to expanding the legacy of *Street Fighter* to the Android platform through this partnership with LG,” said Yoshinori Ishida, Deputy Head of Consumer Games Business Division and General Manager of Consumer Games Marketing Department at CAPCOM. “We wanted to ensure the *Street Fighter* concept transitioned seamlessly to Android.”

Since 1987, *Street Fighter* has attracted a loyal fan base with its entertaining and action-filled fighting scenes. Nearly 30 million games have been sold to date, making it one of the best-selling video game franchises in history and earning it an entry in Guinness Book of World Records in 2008. *Street Fighter* has also spawned a live-action film, several animated movies, comic books and even a song.

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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 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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