

FOR IMMEDIATE RELEASE**LG EXPANDS APPLIANCE PRODUCTION LINES IN EUROPE**

LG Aiming for Top Position in Region for Washing Machines and Refrigerators

WROCLAW, Oct. 20, 2011 – LG Electronics (LG) today broke ground on the opening of a new production line in Wroclaw, Poland, capable of manufacturing one million washing machines and the expansion of a refrigerators line raising its output of refrigerators from 300,000 units to one million annually.

The new production lines in Wroclaw will enable LG to respond better to a range of local consumer needs and demands. A key benefit is in the reduction of time required for shipment. Previously, washing machines and a large proportion of refrigerators were shipped from Korea and China, requiring more than a month for delivery to Europe. However, with the new Wroclaw facility, the maximum time required for shipment throughout Europe will only be five days, less for closer destinations. Supply chain costs will also decrease as costs associated with transportation, storage and operations are reduced. The local economy is already reaping the benefit of the expansion, with the hiring of 800 additional workers and a 36 percent increase in local business partnerships.

“The Wroclaw facility will be LG’s cornerstone for becoming the number one refrigerator and washing machine brand in Europe by 2015,” said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. “Our new production lines will enable us to make more products that meet the higher standards of European consumers right here in the same region where these appliances will be used.”

The refrigerators produced in Wroclaw are LG’s signature side-by-side, two-door bottom freezer and Larder & Freezer models. The highly energy efficient side-by-side has an A++ energy rating, while the bottom freezer is rated an outstanding A+++.

The bottom freezer is equipped with the No Plumbing feature that eliminates the need to connect the refrigerator to a water source. These two energy-efficient refrigerator

models rely on LG's Linear Compressor technology which makes the refrigerators more energy efficient and keeps food fresh longer.

The new production facility will also cover a wide range of washing machines from conventional to premium models. It will increase output to meet the high demand for the Front Load Washing Machine with Inverter Direct Drive™ Technology and the 12kg 6 Motion Direct Drive™ with A+++^{-20%} energy rating offers consumers 20 percent more energy savings compared to washing machines with A+++ rating.

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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 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.

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