



FOR IMMEDIATE RELEASE

LG NITRO HD DELIVERS FIRST TRUE HIGH-DEFINITION EXPERIENCE FOR AT&T CUSTOMERS

Exclusive to AT&T Customers, Android-Powered LG Nitro™ HD Provides High-Definition Display, Lightning-Fast Processing Speeds and AT&T 4G LTE Capabilities

DALLAS AND SAN DIEGO, Nov. 28, 2011 —

Key Facts

- LG Nitro™ HD, the first smartphone in the [AT&T*](#) portfolio with a true high definition screen becomes the third 4G LTE smartphone for AT&T customers.
- Available in AT&T stores and [online](#) Dec. 4 for \$249.99 with a two-year commitment.
- Dual-core 1.5 GHz processor and access to AT&T's 4G LTE makes Nitro HD the ultimate high-performance superphone.
- AT&T [4G LTE](#) recently expanded to 15 markets. AT&T plans to reach 70 million Americans with 4G LTE by year-end 2011.

LG Nitro HD

The LG Nitro™ HD, featuring a 4.5-inch True HD AH-IPS display, will be available exclusively to AT&T customers beginning Dec. 4 in company owned stores and [online](#). Setting a new standard for a [mobile device](#), LG Nitro HD comes equipped with a stunning true high-definition touchscreen display, a dual-core 1.5 GHz processor and access to AT&T's 4G LTE where available, making it the ultimate high-performance superphone. Not only is LG Nitro HD powerful and incredibly fast, it also features multitasking abilities and offers the latest evolution in mobile device display technology for higher image resolutions and text readability.

Taking advantage of LG's new proprietary True HD technology, LG Nitro HD's 4.5-inch AH-IPS (Advanced High-Performance In-Plane Switching) display supports resolutions up to 1280 X 720 pixels and offers unrivaled color accuracy, brightness, battery efficiency and performance. LG Nitro HD's 500 nit display luminance allows for clear viewing in direct sunlight and RGB stripe pixels deliver incredibly accurate true-to-life color rendering.

LG Nitro HD offers incredibly quick speed, power and efficiency in a slim design (5.27" X 2.67" X 0.41") making it easy to view, create and share in HD. LG Nitro HD multitasks seamlessly and with AT&T 4G LTE and HSPA+ where available, it easily browses even the most content-heavy websites and runs HD games with ease, including HD gaming from the Gameloft HD game store and Zynga Poker HD.

An 8-megapixel HD camera and 20 GB of total memory (4 GB on-board plus 16 GB via In-box microSD) allows users to capture and view crystal-clear True HD images and video. Wi-Fi Direct™ technology and DLNA® features offer wireless HD content streaming options, making it easier and faster than ever to share HD content with the people and networks that matter the most.

AT&T is the only U.S. carrier providing 4G using both HSPA+ and LTE technologies. HSPA+, when combined with enhanced backhaul, provides customers with compatible devices 4G speeds, meaning customers get a faster and more consistent 4G experience, even when outside of an AT&T 4G LTE area.

Pricing and Availability

Be one of the first to experience the phenomenon of LG Nitro HD on Dec. 4, available exclusively in AT&T company owned stores and online for just \$249.99 after a two-year contract.

Quotes

"With the LG Nitro HD as one of our last smartphones to arrive in 2011, we're closing out the year with a bang," said Jeff Bradley, senior vice president, Devices, [AT&T Mobility](#) and Consumer Markets. "We've seen others get close to a true HD experience on Android superphones this year, but Nitro HD is the one that does it right."

"LG continues to push the boundaries of what is possible on mobile devices today," said Tim O'Brien, vice president of marketing for LG Mobile. "LG Nitro HD will be the first smartphone available for AT&T to feature True HD AH-IPS capabilities, and the advantages of a crystal clear display are immediately evident after seeing the device first hand. In addition to sporting the clearest and crispest display on the market, LG Nitro HD will be one of the fastest and most powerful smartphones available."

**AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

Limited 4G LTE availability in select markets. 4G speeds delivered by LTE or HSPA+ with enhanced backhaul, where available. Deployment ongoing. Compatible device and data plan required. LTE is a trademark of ETSI. Learn more at [att.com/network](#).

Limited-time offer]. LG Nitro HD with new 2-yr wireless agrmt of \$39.99 or higher and min \$15/mo data plan is \$249.99. Wireless Service: Subject to Wireless Customer Agrmt. Coverage and svcs not avail everywhere. Credit approval req'd. Activ. Fee up to \$36/line. Geographic, usage, and other terms, conditions and restrictions apply, and may result in svc termination. See store or visit att.com for complete details and coverage maps. Data: Min \$15/mo, 200MB, data plan required. If you exceed your initial 200MB allowance, you will automatically be charged an overage of \$15 for each additional 200MB provided. All data allowances and overages must be used in the billing period provided or they will be forfeited – details att.com/dataplans. Regulatory Cost Recovery Charge up to \$1.25/mo. is chrg'd to help comply with gov't obligations and chrgs; it is not a tax or gov't req'd chrg. Early Termination Fee (ETF): After 30 days, ETF up to \$325 based on device (details att.com/equipmentETF). Restocking fee up to \$35. Taxes and other charges apply.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and [one of the most honored companies in the world](#). Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse[®] and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at [@ATT](#).

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 55.8 trillion Korean won (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.

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 <http://www.lgmobilephones.com>.

© 2011 AT&T Intellectual Property. All rights reserved. Mobile broadband not available in all areas. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.

Cautionary Language Concerning Forward-Looking Statements

Information set forth in this press release contains financial estimates and other forward-looking statements that are subject to risks and uncertainties, and actual results might differ materially. A discussion of factors that may affect future results is contained in AT&T's filings with the Securities and Exchange Commission. AT&T disclaims any obligation to update and revise statements contained in this news release based on new information or otherwise.

