



FOR IMMEDIATE RELEASE

LG ELECTRONICS AND PURESCREENS INTRODUCE MUSEUM APP FOR SMART TVs

*With Over 600,000 Works of Art from Europe's Finest Museums and Galleries,
Latest Smart TV App Brings Culture to LG's CINEMA 3D Experience*

SEOUL, Nov. 25, 2011 – LG Electronics (LG) has developed a Smart TV art museum app that allows LG CINEMA 3D Smart TV owners to enjoy and display over 600,000 artworks from Europe's most famous museums and galleries, such as the Louvre and the National Gallery of London. The TV app, MUSEUM, was developed in collaboration with PureScreens, a French audiovisual content producer.

Optimized for viewing on LG CINEMA 3D Smart TVs, MUSEUM isn't just a streaming collection of fine arts images. MUSEUM organizes 600,000 works of art from approximately 200 European museums and galleries into exhibitions themed around a specific artist, collection or subject matter. Artwork available in MUSEUM include masterpieces by Leonardo da Vinci, Pierre-Auguste Renoir and Vincent Van Gogh.

Four new exhibitions, consisting of 40 artworks, will be added each month. Each exhibition consists of 10 artworks and runs for 20 minutes. Exhibitions can be paused to display a single work for a maximum period of 24 hours. The high definition (HD) exhibitions are accompanied by expert audio commentary in English and French languages.

LG will pre-install MUSEUM as a premium application in LG CINEMA 3D Smart TVs sold in European countries and the TV app will also be available for free download starting December 1 from LG's App Store Lounge in other markets, including the United States, Japan and Korea.

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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.lg.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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