

FOR IMMEDIATE RELEASE**WORLD'S FIRST HD LTE SMARTPHONE
ANNOUNCED IN CANADA**

*Customers in Canada to Enjoy LG's Flagship
Optimus LTE Smartphone with True HD*

SEOUL, Nov. 9, 2011 -- LG Optimus LTE, the world's first HD LTE smartphone, will be available from Bell in Canada in the coming weeks. Bell is expanding its next-generation 4G LTE wireless network across the nation and has designated Optimus LTE one of its superphones.

Since its release in Korea, sales of Optimus LTE has surpassed all of previous LG smartphones for the same period. The combination of 4.5-inch 1280 x 720 (16:9 ratio) True HD IPS display and 4G LTE connectivity ensures users' enjoyment as the best quality multimedia device currently available. In addition to displaying sharp and crisp images with 2.76 million (1280 x 720 x 3 RGB) sub-pixels, True HD IPS display is superior in color accuracy, clarity, natural color and battery efficiency and provides the ultimate viewing experience for HD content.

The Optimus LTE has a 1.5GHz dual-core processor and runs on the Android 2.3 Gingerbread OS platform, ensuring enhanced performance. With a 1,830 mAh battery, 8MP camera and multiple connectivity options, including HDMI and DLNA, this smartphone provides an ideal multimedia environment over a fast LTE network.

###

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.

Media Contact:

LG Electronics, Inc.
Claire Jang
+822 3777 3925
LGnews@lge.com
www.LGnewsroom.com

