

FOR IMMEDIATE RELEASE**LG AIR CONDITIONER FIRST TO
RECEIVE CARBON FREE CERTIFICATION**

*With a Reputation for Modest Energy Consumption, LG's Multi V III is
Recognized by Carbonfund.org for its Eco-Friendly Credentials*

SEOUL, Dec. 13, 2011– LG Electronics (LG) announced today that its Multi V III (ARUN072DT3) is the world's first air conditioner to receive the Carbon Free Certification from Carbonfund.org, a North American authority on evaluating the impact individuals and businesses have on the environment.

Carbonfund.org grants the Carbon Free label based on emissions generated by a product throughout its entire lifecycle, spanning from manufacturing and shipment to usage and final disposal. The Multi V III's Carbon Free recognition results largely from LG's own lifecycle analysis (LCA) program which pursues reductions in the company's overall carbon footprint.

The Multi V III was designed to be as eco-friendly as it is powerful. Underpinned by LG's unique Inverter Technology, the Multi V III delivers a coefficient of performance (COP) level of 4.6, one of the highest COPs in the industry. In other words, the Multi V III emits less CO₂ compared to any other air conditioner, helping to slow global warming.

“Consumers in North America have shown a very strong interest in eco-friendly products,” said Hwan-yong Noh, head of LG Electronics' Air Conditioning & Energy Solution Company. “We are delighted to be able to offer a product that meets Carbonfund.org's incredibly high standards. As a total HVAC and energy solution company, LG is committed to developing products that are both technologically superior and environmentally responsible.”

The Multi V III will be available in North America from the end of this year. LG has already shown an upward growth in North America's variable refrigerant flow (VRF) market from 4 percent in 2010 to 8.9 percent in 2011, an increase of 201 percent.

###

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 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, visit www.LGnewsroom.com.

About LG Electronics Air Conditioning and Energy Solution Company

The LG Electronics Air Conditioning and Energy Solution Company is a complete heating, ventilation and air conditioning (HVAC), and energy solution company providing Residential Air Conditioning (RAC), Commercial Air Conditioning (CAC) and Lighting around the world. Bringing technology leadership from the worldwide HVAC market and incorporating technologies from throughout LG, LG AE is increasingly expanding into specialized B2B solutions as an integrated energy solutions company, with a central focus on eco-friendliness and energy efficiency. Through its innovative technology, heavy investments in R&D and effective marketing strategies, LG AE has broken its own sales records every year since 2000.

Media Contacts:

LG Electronics, Inc.
Jinny Lee
+822 3777 3624
jinny.lee@lge.com
www.LGnewsroom.com