

**FOR IMMEDIATE RELEASE****LG CELEBRATES INNOVATIVE VACUUM CLEANER  
WITH CONTEST TO IDENTIFY NEXT AD CAMPAIGN**

*LG Engages Customers Around the World to be a Creative  
“Man Man” for Unique Product that Defies Easy Description*

**SEOUL, Dec. 20, 2011** – LG Electronics (LG) is kicking-off a global video and storyboard competition to celebrate the launch of the KOMPRESSOR FOLLOW ME™, the world’s first vacuum cleaner that automatically follows the user while vacuuming.

Participants are asked to submit a video or a storyboard that most creatively addresses the question, “What if the things that make your life easy were always with you?” Winners will have the opportunity to have their ideas used in advertising campaigns for the KOMPRESSOR FOLLOW ME™ next year or submitted to Cannes Lions, the most prestigious award competition for marketing and advertising ideas. Cash prizes totaling EUR 20,000 -- the most of any competition currently featured on contest hosting website eYeka ([www.eyeka.com](http://www.eyeka.com)) – will be given away.

“We are always eager to hear our customers’ ideas for LG’s newest products and this is simply our way of rewarding them for their loyalty,” said Moon-bum Shin, Executive Vice President and CEO of the LG Home Appliance Company. “That said, this is such a unique and different product that it really seemed like a shame to limit the marketing ideas to just internal staff.”

Those interested in participating in the contest should submit their entries by January 24, 2012 through eYeka. The website supports English, French, Russian and Korean languages. Initially, eight entries will be nominated by judges comprised of LG representatives and advertisement professionals, after which time the general public will select the four finalists through online voting at the contest’s Facebook page ([www.facebook.com/theLGstory](http://www.facebook.com/theLGstory)). Winners will be announced at the end of February.

Introduced in Korea in September, the KOMPRESSOR FOLLOW ME™ will be available in Russia, Iran, Australia, France, Italy and Spain early 2012 with other markets to follow.

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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](http://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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