

FOR IMMEDIATE RELEASE**LG GOES SOCIAL THIS HOLIDAY SEASON
WITH FUN CONTENT, CONTESTS ONLINE**

*LG Electronics' Official Facebook Page
Hosts Holiday Promotion This Month*

SEOUL, Dec. 7, 2011 – LG Electronics (LG) is expanding its social marketing and offering brand entertainment opportunities through LG Mobile's official global Facebook page (www.facebook.com/lgmobile) with a Christmas seasonal promotion event.

Through LG's first social promotion titled *Lay-Z Santa*, effective now until December 21, LG Mobile fans will be given various entertaining content such as fun multimedia and e-cards as well as daily quiz challenges to win LG phone prizes.

Lay-Z Santa offers fun music videos and catchy hit hop tunes on LG's official YouTube channel and Facebook page. In addition to the multimedia content, *Lay-Z Santa* e-greeting cards will be available during the promotion period. Fans anywhere in the world will be able to send an e-card to friends and loved ones to celebrate this special season together. The promotion also involves simple daily quizzes for LG Mobile fans to win premium smartphones such as LG Optimus 3D or LG Optimus Black.

"This Christmas seasonal promotion is a way of thanking fans all over the world for their loyalty and support of the Optimus smartphone brand," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. "This event will serve as an excellent blueprint for further future promotions and we will continue to develop promotions and actively engage with our global fan base."

The *Lay-Z Santa* campaign is featured on LG Mobile's official global Facebook page (www.facebook.com/lgmobile) and teaser videos are available for viewing on the official LG Mobile YouTube channel (www.youtube.com/lgmobile). Details regarding the promotion participation can also be found on the LG Mobile Facebook page.

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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.

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.

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