

FOR IMMEDIATE RELEASE**LG INTRODUCES WORLD'S FIRST HD LTE
SMARTPHONE TO JAPAN**

LG's Global Device Now Available in Three of the World's Biggest LTE Markets

SEOUL, Dec. 14, 2011 – Following launches in North America and Korea, LG Electronics (LG) today introduced its Optimus LTE (Model L-01D) smartphone in Japan, one of the largest LTE-serviced countries. The launch of the handset comes on the heels of LG's successful collaboration with NTT Docomo in 2010 to introduce the country's first LTE data card, affirming LG's commitment to supporting NTT Docomo's commercial LTE service rollout.

“The Optimus LTE is one of LG's most promising devices and has already been received well in Korea, Canada and the United States,” said Dr. Jong-seok Park, President and CEO of LG Mobile Communications Company. “As a worldwide innovator in mobile LTE technology, we are committed to developing high-quality devices that showcase our technical experience and True HD IPS display.”

LG and NTT Docomo collaborated to make the Japanese Optimus LTE as unique as possible. The red color available on the Japanese edition of LG Optimus LTE will be available exclusively to Docomo customers as will the *Iseg* digital TV and NFC (Near Field Communication) features.

Pre-launch word of mouth in Japan for the Optimus LTE, one of LG's best-selling smartphones in Korea, has been favorable. Leading Japanese IT publication *Get Navi* wrote that the Optimus LTE was the best product in NTT Docomo's high-end lineup. *Nikkei* included the Optimus LTE as one of its top 10 smartphones recommendations in 2011.

Most reviewers praised the Optimus LTE's 4.5-inch 1280 x 720 (16:9 ratio) True HD IPS display which portrays sharp and crisp images with 2.76 million sub-pixels. The

display, developed in partnership with sister company LG Display, is superior in color accuracy, clarity, natural color and battery efficiency providing the ultimate viewing experience for HD content.

According to a recent report by Jefferies & Company, LG was listed as the global leader in LTE patents with ownership of 23 percent of approximately 1,400 LTE patents filed worldwide, with a financial value of almost USD 8 billion. LG demonstrated the world's first LTE technology in 2007 and developed the world's first LTE modem chipset in 2008. LG introduced the world's fastest LTE technology in 2010 and conducted the world's first video phone call on a LTE network in 2011. LG's first LTE smartphone, Revolution™, was launched in the US earlier this year.

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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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