

PRADA



FOR IMMEDIATE RELEASE

PRADA AND LG CREATE A STATEMENT IN STYLE

**The PRADA and LG partnership launches the PRADA phone by LG 3.0
combining the ultimate in form and function**

London, 14 December 2011: With a heritage of producing handsets that combine the best in style and substance, PRADA and LG today unveiled the partnership's latest must-have smartphone, the PRADA phone by LG 3.0. This highly anticipated handset is the third phone to come from the collaboration and represents a key design venture for both companies.

The PRADA phone by LG 3.0 combines PRADA's distinctive style with LG's innovative technology, including one of the biggest and brightest screens in the world with 4.3inch and 800-nit screen.

Styled with PRADA's clean and sharp design philosophy, the handset features a full glossy touchscreen to the front and PRADA's signature Saffiano pattern to the back, all finished in classic black. With every detail designed for chic simplicity, this handset also boasts LG's signature Floating Mass Technology, optically enhancing the thinness of its already impressive 8.5mm depth, with minimal hardkeys completing the sleek simple finish.

As effective as it is striking, the PRADA phone by LG 3.0 boasts a 1.0GHz Dual-Core/Dual-Channel architecture for high-speed performance, and dual-band wi-fi for high-speed surfing on the go.

The smartphone's sleek design is also reflected once switched on. The PRADA phone by LG 3.0 offers a specially created user interface featuring a unique black, grey and white menu and icons.

Through this interface users can enjoy all the latest benefits of Android's Gingerbread OS, with a future scheduled upgrade to Android's Ice Cream Sandwich.

This unique user interface experience can be enjoyed on the device's 800-nit, 4.3inch NOVA High

Brightness Display, allowing users to view all their favorite photos and content even in direct sunlight. Plus with an 8MP camera and up to 8GB of user memory, all Life's Good moments can be captured and enjoyed in high quality.

To complement the handset, users will have access to a full line of PRADA phone accessories such as a PRADA branded cradle and Bluetooth ear set. Users can also carry their PRADA phone by LG 3.0 in a range of stylish pouches.

Key Specs:

- o Operating System: Android Gingerbread
- o Memory: User 8GB
- o Size: 4.3"
- o Resolution: WVGA (800 x 480)
- o NOVA Display: 800 nit
- o Camera: 8MP
- o 1.0GHz Dual-Core/ Dual Channel Processor
- o Battery 1540mAh

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History of PRADA-LG Collaboration

The collaboration between PRADA and LG, which began in 2006 and resulted in two premium phones being introduced in 2007 and 2008, focuses on key elements within the smartphone, including software and user interface down to its design and packaging.

The PRADA phone by LG 1.0, a pioneer in the fashion-house mobile phone space, was an unqualified success, selling over one million units. This premium handset combined high-end technology with a design embodying superior style. As evidence of its place in design history, the PRADA phone by LG 1.0 is part of the permanent collection in New York City's Museum of Modern Art (MoMA) and the Museum of Contemporary Art (MOCA) in Shanghai.

The PRADA phones by LG were revolutionary in the technology they offered to users. The PRADA phone by LG 1.0 was the world's first touchscreen mobile phone, and the 2.0 provided an innovative mobile experience through its unique watch with Link technology, which allowed for easy access to caller ID, SMS text messages, call history, call block and two-way alarm notification.

About PRADA

PRADA S.p.A. – HKSE stock code 1913 - is one of the world's leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church's and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear and fragrances sectors on the basis of license agreements. Its products are distributed in more than 70 countries around the world through 345 directly operated stores (DOS) as of 31 July 2011 and a network of selected luxury department stores, multi-brand stores and franchisees.

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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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