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LG Picks Up Four EISA Awards

*LG products draw praise from European editors
for its technology, design, green-ness*

Seoul, August 15, 2009 - LG Electronics (LG), a major player in the global flat panel display, AV and mobile phone markets, announced that it won four awards in the 2009 European Imaging and Sound Association (EISA) Awards. LG took top honors in four categories winning European Best Value LCD TV 2009-2010 for the SL8000, European Best Value Blu-Ray Player 2009-2010 for the BD390, European HT System 2009-2010 for the HB954PB and European Green Mobile Phone 2009-2010 for LG-KM900 or LG ARENA. There will be an official awards ceremony at IFA Berlin on September 4, 2009.

"Winning these awards confirms LG's leadership in the European market and our ability to create products that meet the needs of consumers through a blend of smart technology and stylish design," said Simon Kang, CEO of LG's Home Entertainment Company. "We are honored to receive these prestigious awards from EISA and will continue to create products fit for European consumers' tastes."

"Receiving this award provides credence to LG's strong commitment to maintaining sustainable business practices," said Dr. Skott Ahn, CEO of LG's Mobile Communications Company. "We are encouraged to have won the European Green Mobile Phone 2009-2010 award and will continue to balance the importance of increasing customer value with taking care of the environment. We want our European consumers to experience the best technology available while remaining as eco-friendly as possible."

EISA is the largest editorial multimedia association in Europe, with a membership of 50 special interest magazines from 19 European countries. In June of each year, the editors-in-chief from all EISA member magazines meet to decide which of the products analyzed in their publications during the past year deserve the coveted EISA Awards.

LG's winning products have been praised for combining elegant design with a series of advanced features and technologies. The SL8000 LCD TV is the pinnacle of design, boasting a unique face that makes it appear to be an uninterrupted sheet of smoky glass. In its commendation, EISA stated that the SL8000 "[provides] a great Full HD viewing experience at an affordable price," and "convinces viewers with its natural-looking colors, amazing contrast and deep blacks".

The LG BD390 Blu-ray player brings internet video and other online entertainment directly into the living room with its outstanding connectivity. According to EISA's commendation, the BD390 not only features an "attractive price", but that its "unique appeal is based on wireless connectivity plus complete compatibility with all the standard interfaces (USB, HDMI 1080p, S-Video, YUV), and it even provides 7.1-channel analogue outputs."



The LG HB954PB, which also won a CES 2009 Innovations Award, is LG's first premium Blu-ray home theater system and provides absolute clarity in audio and video as well as access to special content from Blu-ray discs and instant video streaming from YouTube. EISA recognized the HB954PB's "appealing design [and] balanced, detailed sound," as well as the "simple and easy installation", before announcing that owners can, "experience Blu-ray in full High Definition and surround sound, for a high quality music and movie experience".

The LG-KM900 or ARENA is LG's premium mobile phone model that combines a sleek design and smart touch screen with LG's three-dimensional S-Class User Interface. This is not the first year that EISA has recognized LG's innovation. The company also took home three awards both in 2006 and 2007. In the case of this year's awards, EISA had the following to say about the LG ARENA Phone:

"LG's KM900, otherwise known as the ARENA, is not only striking in appearance but is also the 'greenest' fully featured mobile phone on the market today. The ARENA is up with the best in terms of its environmentally-friendly packaging but sets the standard in respect of component and material application, as analysed by SIMS Recycling. Beauty and intelligence combine in the ARENA to produce a genuinely 'green' mobile phone."

LG's home entertainment and mobile products have become ubiquitous in many of Europe's biggest retail stores. Shipments of LG's flat-panel TV increased to 1.67 million units from April to June 2009, up from 1.09 million units in the same period the year before. In mobile phones, LG saw its European sales jump from 3.84 million devices in the second quarter of 2008 to more than 5 million units a year later. LG products' ability to defy the recession has been a bright spot in an otherwise dim European market.

(more)

This year awards go to:



LG's SL8000 Seamless LCD TV:
European Best Value LCD TV 2009-2010



The Full HD 1080p LG SL8000 is the perfect blend of style and technological innovation. This seamless LCD TV has no gap between the screen and bezel. LG's TruMotion 200Hz technology makes on-screen action incredibly smooth and a 150,000:1 dynamic fine contrast ratio makes the picture look more vibrant. Every detail is exceptionally sharp thanks to the TV's 1080p Full HD resolution and Super IPS panel. This is further enhanced by Expert Mode and Picture Wizard functions, which precisely control every aspect of image quality down to minute details.



LG's BD390 Online-Capable Blu-ray DVD Player:
European Best Value Blu-Ray Player 2009-2010

LG's new BD390 Blu-ray player brings greater interactivity into the living room with its built-in Wi-Fi connection and DLNA certification. With interactive BD-Live, viewers can connect to the internet to enjoy games, music and movies. They can also select from a huge library of YouTube videos for instant streaming. The BD390 is capable of playing high-definition formats, such as MKV and DivX HD, which can be stored on an external hard drive. This Blu-ray player is ready in an instant with Express Reaction Mode allowing a disc to be inserted while the player is still booting.



LG's HB954PB Premium Blu-ray Home Theater System:
European HT System 2009-2010



The LG HB954PB is LG's premium Blu-ray 5.1-channel home cinema system, providing absolute clarity in audio and video as well as unlimited access to diverse media content from Blu-ray discs, DVDs, DivX HD and MKV files. This new home theater system incorporates Dolby True HD, Dolby Digital Plus and DTS-HD Master Audio Essential, delivering



the optimal sound through an advanced speaker system. The HB954PB is DLNA certified and can easily search and access digital entertainment from devices throughout the home network (DLNA) and connects directly to the internet with built-in high speed Wi-Fi. The HB954PB can also connect to and stream YouTube videos, play music directly from an iPod and also access digital content stored on an external hard drive. Looks are also a strong suit for this system with four speakers shaped like champagne flutes and finished in an attractive silver and blue.



**LG-KM900 ARENA Phone:
European Green Mobile Phone 2009-2010**

The LG-KM900 or 'ARENA' is LG's premium mobile phone model that offers a flawless mobile experience for customers thanks to its stand-alone multimedia features. This sleek mobile phone includes Dolby Mobile digital surround sound, a WVGA display, 5 megapixel camera, and 40GB storage capacity. The intuitive 3D S-Class user interface makes accessing the cutting-edge features an enjoyable experience. The LG ARENA combines functionality and stylish looks. Its 3.0-inch WVGA screen has a resolution four times greater than standard QVGA screens, meaning users are awarded the clearest viewing experience for DivX or Xvid movies on-the-go. LG ARENA comes in a range of color schemes including silver, black, pink and gray and has been in the European market since March 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 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1™ 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.lge.com.