



FOR IMMEDIATE RELEASE

**LG ELECTRONICS ELEVATES LCD HDTV PICTURE QUALITY
WITH 'TRUMOTION 240HZ' TECHNOLOGY**

LAS VEGAS, Jan. 7, 2009 – LG Electronics' new "TruMotion 240Hz" technology delivers an exceptional, natural picture with vivid color and ultra-fast motion picture response times. With this new LCD HDTV technology, consumers are treated to a beautiful viewing experience that requires less picture processing and earns the new Energy Star® rating, all without sacrificing design.

LG's 240Hz technology is featured on the LHX, LH90, and LH55 LCD HDTV models at the 2009 International CES® – Booth #8214, Central Hall, Las Vegas Convention Center. (See separate release for additional product line information.)

Behind the Technology

LG starts with Super In Plane Switching (S-IPS) panel, which provides faster response times and maintains better color and contrast at off-axis viewing angles, yielding superior performance. S-IPS also provides a more vivid and clear motion picture and virtually eliminates color wash.

TruMotion 240Hz builds on the capability of S-IPS by using a unique scanning backlight technology to improve motion picture response time from 120Hz to 240Hz to virtually eliminate motion blur, even during the fastest moving scenes. Conventional systems use a double process of motion estimation-motion compensation (MEMC) to insert "pseudo" data into the image in order to increase response time. However, this can also add unwanted motion artifacts into the picture.

LG's TruMotion 240Hz scanning backlight technology and S-IPS combine to produce one of the fastest response times on an LCD HDTV. Because TruMotion 240Hz uses less picture processing, resulting images are smoother and more natural,

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treating consumers' eyes to a more satisfying overall viewing experience. TruMotion 240Hz delivers images that are crystal clear and move so naturally, consumers will feel as though the action is unfolding right in their living room.

Energy Savings

For consumers looking for HDTVs that also provide energy saving benefits, the TruMotion 240Hz functionality on the LHX, LH90 and LH55 achieve Energy Star 3.0 certification.

These three models also feature a range of options to reduce their HDTV energy output with features such as Intelligent Sensor, which automatically senses the ambient light in the room and adjusts color and brightness accordingly; ISFccc, which allows for further professional calibration of settings based on the room environment; and a new backlight control system, which uses local dimming to automatically reduce brightness levels (LHX and LH90 only).

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances and business solutions, all under LG's "Life's Good" marketing theme. For more information, please visit www.LGusa.com.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With annual worldwide revenues exceeding \$40 billion, LG Electronics comprises five business units: Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. LG is one of the world's leading producers of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit www.lge.com.

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* For more information, please visit www.pimsmultimedia.com/LGCES2009