



FOR IMMEDIATE RELEASE

**LG MOBILE BRINGS A FULL HOUSE OF BEST PRODUCTS TO
INTERNATIONAL CES 2009**

Winning Hand from LG Mobile Phones Meets Demands for Style, Function

LAS VEGAS, Jan. 7, 2009 –LG Electronics MobileComm USA, Inc. (LG Mobile Phones), a leading worldwide provider of advanced wireless handsets and accessories, is showcasing the latest in mobile innovations at the 2009 International CES® (Booth #8214, Central Hall, Las Vegas Convention Center).

The 2009 products are a sure bet this year, including phones and accessories with the latest in touch screen technology, advanced music and TV capabilities, Bluetooth 2.0 and solar power technology. LG Mobile Phones continues to bring style and function to the wireless industry, meeting the demands of today's mobile consumer.

LG Mobile Phones has been honored with multiple 2009 "CES Innovations" Awards with handsets including the LG Dare, the LG Invision, the LG Vu and the LG HFB-500. These award-winning products will be on display at the LG booth, where guests may experience the advanced handset technologies first hand.

"Delivering phones for all consumers is one of the most important aspects of our business. With the recent release of our first Windows based enterprise smartphone, we continue to push the envelope combining state-of-the-art features and flawless design to match every lifestyle," said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. "For the music lovers, social texters or inspired photographers our award winning phones offer customized innovative technology for all ages and interests."

Featured LG Handsets at CES 2009 Include:

LG Incite

Boasting the latest in cellular technology, the LG Incite is equipped with Windows Mobile 6.1 Professional, Microsoft Office Mobile and Microsoft ActiveSync 4.5. The Incite offers users Internet Explorer HTML Web Browsing, Windows Media Player 10, and is Wi-Fi Enabled for all their needs on-the-go. With a sleek bar design, crystal-clear 3-inch touch screen with

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vibration feedback, and a 3.0 megapixel camera and camcorder, users can send and enjoy all memories at the touch of a button. For more information please visit www.lgmobilephones.com/incite.

LG Invision

Users can watch full-length, broadcast-quality TV shows, play music, and do so much more. With a wide-angle screen for optimal TV viewing, a 1.3 megapixel camera, video share capabilities and 3G speed, users have the full spectrum of entertainment right at their fingertips. And, with Bluetooth® capabilities, users can wirelessly access music, TV, and voice, anywhere, anytime. For more information please visit www.lgmobilephones.com/invision.

LG Rhythm

Keep up with the beat of the times, with the latest in music technology. Users can store their favorite songs or video files on 120 MB of internal memory and conveniently access the files using a designated music hot key and 1-inch circular touchscreen. Including a 1.3 megapixel camera/camcorder, Bluetooth® 2.0 capabilities, background music mode and a microSD external memory port the LG Rhythm possesses the functionality of a wireless phone with the latest entertainment options. For more information please visit www.lgmobilephones.com/rhythm.

LG Lotus

Recipient of the prestigious Red Dot Design Award for its unique, chic and sleek form factor, the LG Lotus is the perfect combination of both style and substance. Offering One Click, a highly-customizable user interface that makes texting, Web access, email, Sprint Navigation, Sprint TV, Sprint Music StoreSM and other features easier to access. The Lotus has a full QWERTY keyboard that is ideal for quick text messaging, email or instant messaging. LG Lotus also boasts advanced features including stereo Bluetooth®, a 2.0 MP camera/camcorder and Wireless Backup. For more information please visit www.lgmobilephones.com/lotus.

LG Dare

The LG Dare offers a large 3-inch touch screen that recognizes handwriting and provides tactile feedback. Tucked inside this V CAST-capable phone is a 3.2 mega pixel camera/camcorder with flash and Schneider-Kreuznach certified lens for outstanding image quality, and advanced features like face detection. The photo editing tool lets customers turn their photos into personal masterpieces with options that include borders, landscape and a fun doodle feature right on the screen. Customized photos can be uploaded to a social networking site directly from the phone. For more information please visit www.lgmobilephones.com/dare.

LG Decoy

This slider phone is the world's first phone to feature a discreet Bluetooth® hands-free headset integrated into the design. It also sports a five-way directional joystick for easy navigating through all of Verizon Wireless' multimedia features. For more information please visit www.lgmobilephones.com/decoy.

LG Chocolate 3

The new LG Chocolate 3 trades in its slider form factor for a slim flip style that brings with it the quintessential music player along with control wheel on the outside front, Bluetooth capabilities® and an FM transmitter to play music through a car stereo. For more information please visit www.lgmobilephones.com/chocolate3.

LG enV2

LG's best-selling messaging device with full keyboard is now the smallest and most stylish ever, with all of the advantages of the previous enV and with larger internal display and large-sized external keys. For more information please visit www.lgmobilephones.com/enV2.

LG Vu

This device boasts crystal clear TV, Web, pictures and videos on a large, intuitive touch screen coupled with the utmost in mobile entertainment with a music player, 2.0 mega pixel camera, video share and Bluetooth® capabilities. For more information please visit www.lgmobilephones.com/vu.

LG Rumor

Equipped with the latest Bluetooth® technology, a full-duplex speakerphone, Instant Messaging, Mobile Email, camera and Multimedia Messaging, Rumor's lines of communication are always open. For more information please visit www.lgmobilephones.com/rumor.

Featured LG Accessories at CES 2009 Include:**Bluetooth Mono headset, HBM-800**

The HBM-800 offers both speakerphone and headset functionality, with easy audio transfer from the cradle to the headset, and from the headset back to the cradle. The headset uses a dual mic solution, with echo cancellation and noise suppression for that user on the go, while the LG e-Clip™ Ergonomic ear bud provides an easy and comfortable fit.

Bluetooth Mono headset, HBM-520

This dual mic headset provides the ultimate hands-free experience with echo cancellation and noise suppression. With the built in LG e-Clip™ movable ear bud for an ergonomic and comfortable fit, as well as up to 7 hours of talk time.

Bluetooth Mono headset, HBM-530

This stylish headset comes crystallized with Swarovski Stones for that fashionable tech savvy user. The HBM-530 is equipped with the e-Clip™ Ergonomic Ear Bud, a unique carrying cradle, and supports easy pairing and auto reconnect. This is the ultimate hands-free, fashion experience.

Bluetooth Speakerphone (Solar Car-Kit), HFB-500

With its solar-panel backing, LG's new HFB-500 eliminates the need for a traditional electrical power source. Whether attached to the car windshield or taken outdoors, it can be used as a speakerphone for clear wireless calling. A hands-free device, the HFB-500 provides up to 16 hours of talk time, and up to 1,100 hours of standby time. The Speakerphone can be solar charged, with an additional one hour of talk time, for every two hours of sunlight.

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Bluetooth Mono Headset, HBM-310

For those interested in a more modern and sleek design, the HBM-310 is the perfect headset. This stylish accessory provides up to seven hours of talk time, and up to 150 hours of standby time. Its LG e-Clip™ movable ear-bud allows users to adjust the headset for a more ergonomic and comfortable fit.

Bluetooth Mono Headset, HBS-250

The HBS-250 uses an SRS audio solution for enhanced quality, with five different equalizer modes for 3D surround, rock, acoustic, bass and pop. With a jog-wheel music controller, echo cancellation and noise suppression, and up to 10 hours of music play time, the HBS-250 is the ultimate hands-free device for that user on the go.

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 Mobile Communications Company

LG Electronics Mobile Communications Company is the world's leading provider of UMTS (WCDMA), CDMA and GSM handsets, which have been designed to improve the value of customer life. With a total range of wired and wireless solutions, the company is rapidly establishing a global presence and growing its international market share in 3G handsets. For more information please visit www.lgmobilephones.com.

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*Product specifications subject to change without notice.

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