



FOR IMMEDIATE RELEASE

**LG ELECTRONICS USA CONSOLIDATES
HOME APPLIANCES, CONSUMER ELECTRONICS**

***Realigned Sales and Marketing Divisions Maximize Synergies,
Brand Strength Across Product Lines and Sales Channels***

ENGLEWOOD CLIFFS, N.J., Jan. 5, 2009 – Enhancing its capabilities to serve customers and to capitalize on the growing strength of its brand name, LG Electronics has consolidated its home appliance and consumer electronics businesses in the United States.

The realignment brings both major businesses together under a common umbrella and creates a new Sales Division and Marketing Division structure for LG Electronics USA. **Teddy Hwang**, president, LG Electronics USA, said, “This new structure will transform the way we do business by creating a single face to our retailers and by integrating our branding messages to reach consumers more effectively.”

Leading the consolidated sales team is **John Herrington**, in his new role as President, Sales, while the combined marketing organization is led by **Peter Reiner**, Senior Vice President, Marketing and Strategy. Logistics and supply chain functions for consumer electronics and appliances have been consolidated under **Kevin Holian**, Vice President, Supply Chain.

Sales Division

Reporting to Herrington are National Accounts, Regional Accounts, Sales Training, Customer Support, Sales Analysis and Channel Merchandising.

Herrington joined LG in 2001. Most recently he was president of Home Appliance Brand Division of LG Electronics USA since January 2007. In this role, he was responsible for driving all aspects of the fast-growing LG major appliance business in the United States, building LG as a premium appliance brand, and continuing to expand sales and distribution channels. He joined LG from Amana where he held a variety of executive level positions including vice president of marketing and national account sales.

Marketing Division

Reporting to Reiner are Brand Management, Public Relations, Product Development, Product Management and Consumer Insights.

Reiner joined LG in July 2008. In addition to his new role overseeing the consolidated product and brand marketing activities for LG consumer electronics and home appliance products sold in the United States, he is the top marketing and strategy executive also for LG Electronics North America, responsible for the overall coordination of LG's brand positioning in the United States, Canada, and Mexico. Reiner joined LG from Sara Lee Corporation, where he most recently was marketing vice president for the Sara Lee Brand. Previously, Reiner held key product and brand marketing positions at Kraft Foods, Nabisco, Miller Brewing and Playtex Products.

Supply Chain

Reporting to Holian are National Distribution, Transportation, Reverse Logistics and Planning.

Holian joined LG in September 2008. He is responsible for overseeing supply chain, logistics, inventory management and physical distribution activities across all product areas in the United States, Canada and Mexico. Holian's experience spans two decades in a variety of logistics, supply chain and consulting roles, demonstrating his effectiveness in managing operations for large international companies. He joined LG from Sealed Air Corporation, where he has served as Vice President of Global Logistics since 2005. Previously, he was Senior VP, Supply Chain Management, for Staples Inc.

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.