

Press Release

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LG Unveils First Market-Ready 3G Touch Watch Phone

Full touchscreen, video calling and voice recognition in an elegant, wearable package

Seoul, Korea, January xx, 2009 -- LG Electronics, a worldwide technology and design leader in mobile communications, will officially unveil the world's first market-ready Touch Watch Phone (Model: LG-GD910) with 3G Video Telephony (VT) service and GSM Quadband Network capabilities.

This chic, wearable phone is a follow-up to the prototype that LG introduced at Consumer Electronics Show (CES) 2008 and includes a number of upgrades, including a full touchscreen interface, 3G capabilities and video calling. Most importantly, this watch phone will actually be available for purchase.

"Our new 3G Touch Watch Phone is stylish, sophisticated and the height of technology, but it's also undeniably fun. How else can you reenact those scenes from your favorite sci-fi or spy movie?" said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. "The Watch Phone also demonstrates LG's technological leadership, proving that we can bring all the components in today's most advanced mobile phones down to a very small scale."

At first glance, LG's new Watch Phone appears to simply be a high-end timepiece. The company used materials and stylistic elements found in watches from top manufacturers to ensure that people will be comfortable wearing it for any occasion. The Watch Phone has a curved tempered glass face, high quality metal casing and is a mere 13.9mm thick.

The Watch Phone is as technologically advanced as it is stylish. It is the first touch watch phone in the world to feature 7.2 Mbps 3G HSDPA compatibility, enabling high-speed data transmission and video phone calls using the built-in camera.

LG did not sacrifice functionality in favor of size and the Watch Phone is fully capable of sending text messages, making phone calls, and, of course, keeping accurate time. This is all achieved using the phone's touchscreen interface on its 3.63cm (1.43-inch) screen and LG's intuitive Flash Interface.

Voice recognition features, which can be used with or without a Bluetooth headset, make it easier to place calls and look up contacts. Text to Speech (TTS) reads text messages and other

information out loud for even greater convenience. The phone also includes stereo Bluetooth and a built-in speaker for playing back music files. A large phonebook and scheduler help with organization.

“This Watch Phone is the result of a great deal of research and development, something that is very important to us at LG. We will continue to invest in creating innovative new products and technologies like this and setting trends in the mobile phone industry,” Dr. Ahn said.

The 3G Touch Watch Phone will be first unveiled at the CES 2009, being held in Las Vegas from January 8 to 11. At the show, LG will demonstrate some of the Watch Phone’s main features including its Flash Interface, MP3 player, Voice Calling, Text messaging and Text to Speech. The phone is set to go on sale in Europe sometime in 2009.

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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 2007 global sales of USD 44 billion, LG is comprised of five business units - Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. LG is the world’s leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems.

LG Electronics Mobile Communications Company (LG) is a leading global mobile communication and information company. LG creates handsets that provide an optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities. Increasingly, LG is perusing convergence technology and mobile computing products. LG will continue to take leadership in the mobile communication environment with stylish designs and smart technology. For more information, please visit www.lge.com.