



**FOR IMMEDIATE RELEASE**

**LG ELECTRONICS' NETWORK BLU-RAY DISC PLAYERS  
BRING CONSUMERS ENHANCED VIDEO, STREAMING CONTENT OPTIONS**

*Available through U.S. Retailers, New Network Blu-ray Disc Players  
Offer Something Better: Instant Access to CinemaNow, YouTube and Netflix*

**ENGLEWOOD CLIFFS, N.J., June 1, 2009** – LG Electronics' new Network Blu-ray Disc Players with "NetCast Entertainment Access" and WiFi capabilities are being launched now at retailers in the United States. With extensive content-on-demand options for instant access to Roxio® CinemaNow®, Netflix and YouTube™ content, consumers have more entertainment options in the home than ever before.

LG's BD370 and BD390 Network Blu-ray Disc players, previewed at the 2009 International CES®, provide consumers with access to an almost endless array of movies and TV shows. Equipped with WiFi capabilities, the BD390 is the first-ever Blu-ray player to offer an interactive Download-to-Own and Pay-Per-View options, allowing consumers to purchase content from Roxio CinemaNow at the click of the remote. The BD390 also has one gigabyte (GB) of built-in memory for BD Live functionality.

"As today's consumer spends more time entertaining in the home, LG's latest Network Blu-ray Disc Players offer something better – a more personalized entertainment experience with diverse content the whole family can enjoy," said Peter Reiner, senior vice president, marketing and strategy, LG Electronics USA, Inc. "With increased streaming content options and exceptional audio and picture quality, LG is bridging the gap between packaged media and video-on-demand services."

**New Roxio CinemaNow Capability**

LG Electronics' latest Network Blu-ray Disc Players offer consumers increased options for accessing new streaming content from leading providers such as YouTube and Netflix. Of special significance, as of May 14, both the BD370 and BD390 now offer the Roxio CinemaNow service through a free, automatic firmware update.

Redefining the home entertainment experience by delivering content solutions that match the demands of consumers' digital lifestyles, the Roxio CinemaNow service provides convenient access to thousands of titles for rent or purchase. Consumers will appreciate the ability to digitally stream their entertainment choices and enjoy new movie releases from major Hollywood studios on the same day they become available on DVD in stores. Roxio CinemaNow from Sonic Solutions also provides access to movies from hundreds of independent film makers. Key benefits include the capability to:

- Browse the entire Roxio CinemaNow premium content catalog, including latest Hollywood hits.



- Access and watch movies purchased from other Roxio CinemaNow-powered stores.
- Easily access movies purchased on an LG player from a home PC or CinemaNow compatible portable device.

### **YouTube, Netflix Streaming Flexibility**

LG's alliance with the prolific online video community, YouTube, allows consumers to instantly stream millions of Web videos directly from the Internet to their Network Blu-ray Disc Player for viewing on their television (without a personal computer). Benefits include:

- Unlimited access to millions of videos on topics such as current events, instructional videos for hobbies, comedic and viral videos.
- Easy searching, thumbnail previews and multiple screen size viewing options.

Continuing LG's groundbreaking partnership with Netflix, all of LG's Network Blu-ray Disc Players offer access to the ever growing number of Netflix standard and high-definition titles. With the Netflix Instant Streaming service, consumers can enjoy more than 12,000 choices of movies and TV episodes from the Netflix library. Netflix members owning these devices pay one low monthly subscription for unlimited DVD rental and unlimited streaming.

### **Premium Video and Audio Performance**

Both the BD370 and BD390 offer consumers exceptional "Full HD" 1080p video performance and exceptional image quality from standard DVDs with 1080p up-scaling via HDMI output. For consumers looking for an enhanced audio as well as video experience, BD390 has discrete 7.1 channel analog audio output so consumers can enjoy premium Blu-ray audio quality. Other key features include:

- 1080p up-scaling for standard DVDs
- Dolby® TrueHD surround sound
- DTS-HD Master Audio Essential
- USB 2.0 Media Host
- 1GB built-in memory (BD390)
- Wireless capability (BD390)

### **Interactive Features**

Additional features such as BD Live provide access to a wide variety of real-time content via a network connection, including movie scene extras, new previews, games, chats and more. While BonusView technology allows for picture-in-picture access to special features, LG's BD390 takes connectivity a step further featuring integrated wireless home networking for easy connection to the home network, and 1 GB of built-in memory allowing consumers to access BD Live content without the need for a flash drive.

The BD370 and BD390 are available now at a manufacturer's suggested retail price of \$299.95 and \$399.95 respectively.



**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](http://www.LGusa.com).

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- \* Internet subscription required and sold separately.
- \* Specifications subject to change without notice.

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