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LG ANNOUNCES WINNER OF 2nd ANNUAL 'DESIGN THE FUTURE' COMPETITION

\$20,000 Winning Design Selected From More Than 800 Entries

NEW YORK, July 30, 2009 - LG Electronics MobileComm U.S.A. Inc. (LG Mobile Phones) named Emily Albinski from Wading River, N.Y. the winner of its second annual "Design the Future" Competition.

The idea competition challenges participants to create a concept to define the future of personal mobile communication. More than 800 designs were submitted in the 2009 competition for more than \$80,000 in awards. LG awarded \$20,000 to the first place winner, \$10,000 to second place and \$5,000 to third place. LG also presented 40 honorable mentions of \$1,000 plus an LG mobile phone.

First place winner Albinski, a freelance designer, created the CC on the theme of connectivity. The winning concept of a modular phone, which could be used by LG in the future, includes a "core" phone that can be inserted into a touch screen or netbook shell depending on the user's needs. By design, the winning concept would allow users to connect in many different contexts and environments. Albinski, a science and technology enthusiast, refined and laid out her concept in just four days. In 2008, she participated in the challenge and submitted a USB necklace in the LG Swarovski Crystal Vision design contest.

"Where better to get inspired than from the imaginations of mobile phone users, ranging from students to professionals," said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. "With these priceless submissions, LG not only gets closer to the future of this industry, but gets to share in the thrill of discovering it with our consumers as a guiding light."

Many of the design concepts submitted demonstrate the desire to stay connected and multi-task in a wearable option. One honorable mention concept - titled *Morph* - featured a touch screen phone with a flexible display that can be bent and worn around the wrist. Another honorable mention concept - the *HiFi* - included a touch screen phone that can be converted into a hands-free headphone for listening to music and making calls.

This year's competition featured more awards and attracted a record number of submissions from design enthusiasts. Entries were judged on four categories: need fulfillment, creativity/originality, feasibility and polish and appeal. Any U.S. resident over the age of 18 years (or age of majority in state of residence) and older was eligible to submit a concept. Both seasoned and aspiring



designers used their imagination, creativity and 2D and 3D engineering software such as the free trial of SketchBook Pro provided by partner Autodesk to create their designs. Award submissions were accepted from April 20, 2009 to June 7, 2009 and were submitted online through crowdSPRING, a partner for this competition.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of USD44.7 billion, LG is comprised of five business units -- Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is the world's leading producer of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula One™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lge.com.

About LG Electronics Mobile Communications Company

LG Electronics Mobile Communications Company 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 pursuing 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.lgmobilephones.com.

About crowdSPRING

crowdSPRING (<http://www.crowdspring.com>) is an online marketplace for creative services. For buyers, crowdSPRING is a place to post a creative project, watch the world contribute ideas and choose the one they like. For creatives, crowdSPRING is a global stage for creativity where title and experience don't matter. crowdSPRING is a privately held company based in Chicago. For more information, visit www.crowdspring.com.

About Autodesk

Autodesk, Inc. (NASDAQ: ADSK), is a world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.com.

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