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LG MOBILE PHONES CREATES INTEGRATED, MULTI-MEDIA MARKETING CAMPAIGN FOR “TRANSFORMERS: REVENGE OF THE FALLEN”

Movie Tie-In Features TV Spot Directed by Michael Bay, Film-Themed Micro Site and Games, Interactive In-Store Promotion and Special Edition LG Versa

LOS ANGELES, June 16, 2009 - LG Electronics MobileComm U.S.A. Inc. (LG Mobile Phones), in partnership with upcoming film, “Transformers: Revenge of the Fallen” from DreamWorks Pictures and Paramount Pictures in association with Hasbro, is launching a comprehensive multi-discipline marketing campaign tied to the highly anticipated summer film.

The tie-in campaign includes a customized television commercial directed by “Transformers: Revenge of the Fallen” director Michael Bay. An in-store consumer promotion with Verizon Wireless will also kick off nationwide. The promotion allows consumers to enter a sweepstakes automatically when they send Friends and Family® one of three pre-recorded phone messages from Optimus Prime®. In addition, LG launched a movie-themed micro site, www.uncoverlg.com, which includes an engaging and interactive online game. To round out the already compelling campaign, LG announced earlier this year at CTIA their limited edition Versa for the movie tie-in. The phone will be available only through consumer promotions.

“Fully integrated programs give us the capacity to reach our consumers where it matters most,” said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. “Working with the studio on a high profile film franchise like Transformers provides us another rewarding opportunity to create a partnership that relates different types of technology in our consumers’ lives and imaginations. We share in the enthusiasm around these cutting-edge movies and value their ability to entertain while LG brings the stories to reality.”

“This LG campaign with Transformers: Revenge of the Fallen is a best-in-class example of a brand effectively leveraging the assets of a movie,” commented LeeAnne Stables, executive vice president of worldwide marketing partnerships for Paramount Pictures. “They have creatively aligned their product with the excitement building around the film while delivering benefit to the LG brand in the marketplace.”

In addition to the multi- element marketing campaign, LG will also participate in the U.S. premiere of the film in Los Angeles on June 22 as the presenting sponsor of the event.

Advertising Campaign

To promote the film and its involvement, LG created a 30-second TV spot, which features the LG Versa and two characters from the movie: Optimus Prime® and a Decepticon®. Peter

Cullen, known as the voice of Optimus Prime®, provided the voiceover for the LG commercial. The ad began appearing on national TV (network and cable programming) and in cinemas nationwide on June 1, 2009. The company also created a print ad featuring the LG Versa.

Limited Edition Phone

A limited edition version of the new LG Versa was created to promote the film and will be available through in-store and online promotions. The phone has been modified inside and out and includes the following limited edition features:

- Optimus Prime® voice tones (exclusively recorded by Peter Cullen)
- Ring tones (provided by Glu Mobile)
- Wall papers (provided by Glu Mobile)
- The original “Transformers” film on a pre-loaded microSD™ card
- Specially designed case resembling the “allspark cube” from the film

LG Micro Site

LG has developed a micro site that gives LG movie fans a much richer and deeper experience than the usual movie tie-in website. In addition to information about the LG Versa and full access to “Transformers: Revenge of the Fallen®” digital content, consumers can enter a sweepstakes and download a video game for their mobile phones. Also, there is an online game where fans can participate in an exciting game using the latest 3D graphics and interactive phone technology. The site can be visited at www.uncoverlg.com.

In-Store Promotion

Further leveraging its association with the film, LG created an in-store consumer promotion for Verizon Wireless to drive awareness for LG phones at the retail level. Verizon customers can call a toll-free number - or log on to uncoverlg.com - to send one of three pre-recorded messages to their friends and family that feature the voice of Optimus Prime®. When consumers make the call to send the messages to their friends and family, they are automatically entered to win in a sweepstakes. As the grand prize, one winner will receive an all-expenses paid trip to Los Angeles to attend a screening of “Transformers: Revenge of the Fallen.” The winner will also receive 10 LG phones for friends and family, a 55-inch LG television, and an LG Blu-Ray disc home theatre system.

“Transformers: Revenge of the Fallen” - The Sequel to 2007’s Blockbuster Hit

In the highly anticipated “Transformers: Revenge of the Fallen,” debuting June 24, 2009, Sam Witwicky (Shia LaBeouf) again joins with the Autobots® against their sworn enemies, the Decepticons®. Michael Bay directs from a screenplay written by Ehren Kruger & Roberto Orci & Alex Kurtzman.

DreamWorks Pictures and Paramount Pictures Present In Association with Hasbro A di Bonaventura Pictures Production A Tom DeSanto/Don Murphy Production A Michael Bay Film “Transformers: Revenge of the Fallen” starring Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson and John Turturro. The film is directed by Michael Bay. Written by Ehren Kruger & Roberto Orci & Alex Kurtzman. Based on Hasbro’s Transformers™ Action Figures. Produced by Don Murphy and Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. Executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. This film has been rated PG-13 for intense sequences of sci-fi action violence, language, some crude and sexual material, and brief drug material.

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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 Paramount Pictures

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.