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GET A HOLD OF THE COOLEST SUMMER CATCH: LG TRITAN™ FROM U.S. CELLULAR

SAN DIEGO and CHICAGO, June 19, 2009 - LG Electronics MobileComm U.S.A., Inc. (LG Mobile Phones) and U.S. Cellular today announced the all new LG Tritan™. Customers can now enjoy a 3” full touch-screen and sliding QWERTY keyboard, 3.0 mega-pixel camera and camcorder and 3G network speed all in one sleek wireless handset.

LG Tritan incorporates all the best of today’s mobile technology, utilizing a next generation user interface and a large 3” touch screen with tactile feed-back. Its sturdy form factor and swift touch screen slides out to reveal a 4-line QWERTY keyboard for quick and easy messaging.

Users can tune-in to premium stereo sound from the music player via headset or Bluetooth® wireless technology. LG Tritan comes packed with a 3 megapixel camera and camcorder allowing users on the go to take high quality close-ups of friends and family. The phone supports up to a 16GB microSD card that is great for expanding the memory space for pictures, music and videos.

“LG Tritan is the best of both worlds – A sturdy full QWERTY keyboard and responsive touch screen,” said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. “U.S. Cellular and LG came together to deliver a wide range of assets in this handset.”

“LG Tritan’s built in browser gives our customers the convenience of quickly accessing the Web and downloading content,” said Alan D. Ferber, Chief Marketing Officer at U.S. Cellular. “Customers also have a choice between using the full touch screen or the QWERTY slide out keypad for texting or while on the Web.”

By including **easyedgeSM**, U.S. Cellular’s suite of enhanced wireless data application services, LG Tritan allows customers to send and receive e-mails and provides access to news and weather applications, games and hundreds of other useful applications. The phone also comes preloaded with Your Navigator, which provides voice turn-by-turn directions and a mobile browser.

LG Tritan is available at U.S. Cellular retail locations, or via www.uscellular.com.

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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.

About U.S. Cellular

The 9,000 associates of U.S. Cellular believe a wireless phone enhances people's lives and a wireless company should be in the business of bringing people together. U.S. Cellular has a wide range of monthly plans, including those with unlimited nationwide calling, unlimited free incoming calls and options to prepay. Based in Chicago, U.S. Cellular is the nation's fifth-largest full-service wireless carrier, serving 6.2 million customers across the country. To learn more about the company visit one of its retail stores or uscellular.com.