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RECYCLE WHILE YOU RIDE WITH LG MOBILE PHONES AND BART - BAY AREA RAPID TRANSIT

LG Mobile Phones and BART Partner in E-Recycling Program

OAKLAND and SAN DIEGO, June 8, 2009 - LGE MobileComm U.S.A., (LG Mobile Phones) has joined forces with BART, of the San Francisco Bay Area, to redefine convenience in mobile device recycling. Kicking off on June 8, LG is outfitting six BART stations with recycling receptacles, encouraging routine customers to drop off their mobile phones, chargers and accessories, from any manufacturer. Commuters can also receive a prepaid mailer online or through "Txt to Recycle", an additional component to LG's green initiatives, and easily recycle their unused or old mobile phones. The program is one of many initiatives in LG's *ecoMobilization* program to inspire people to make a difference.

As a leader in the mobile phone industry, LG has taken the initiative to educate on the benefits of mobile device recycling. According to the Environmental Protection Agency, only 10% of sold mobile phones get recycled and most people do not know where to recycle them. To make the process as effortless as possible, LG is choosing high traffic areas to place receptacles and multiple ways to receive prepaid mailers including all supplies needed to return your mobile device. To participate in the "Txt to Recycle" component of *ecoMobilization*, simply text "BART" to 57985, and when you receive a text back, reply with your mailing address for a postage-paid mailer to be sent to your front door. You can also use your own packaging by printing a postage-paid label at www.ecoMobilize.com.

"It is our job to stay in tune and proactive as eco-insights develop," said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. "Being eco-friendly doesn't happen overnight. This is a process LG is whole-heartedly committed to and with the expansion of *ecoMobilization* and partnerships such as ours with BART, we can already feel a difference."

"As the issue of e-waste becomes an increasingly large problem, we are making it simple for you to make a difference," BART Board President Thomas Blalock said. "BART and LG are offering three easy ways for BART riders to get involved and dispose of their unused electronics in a free and responsible way: Riders can physically drop off old mobile phones, chargers and accessories at designated BART stations; text LG to receive a prepaid mailer or go online for a downloadable postage-paid label."

Recycling receptacles can be found at the following stations:

- Civic Center
- Powell Street
- Montgomery Street
- Embarcadero
- Oakland City Center/12 Street



Dublin/Pleasanton

This program runs through July 6, 2009. For more information regarding LG ecoMobilization and its three pronged approach to motivate, educate and activate, please visit: www.ecoMobilize.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 \$44.7 billion, LG comprises of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers 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 of Formula 1™ and A Technology Partner of Formula 1™. 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

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology.