



For Immediate Release

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LG ELECTRONICS DEMONSTRATES CELLULAR PHONES FOR ATSC MOBILE DIGITAL TV

CDMA and GSM Prototypes Showcased at CTIA WIRELESS 2009 Support Emerging ATSC Standard, Mobile DTV Broadcasts

LAS VEGAS, April 1, 2009 - The co-developer of the ATSC Mobile Digital Television (DTV) system, LG Electronics, today demonstrated mobile phones with imbedded chips that receive free, broadcast DTV using the emerging ATSC standard.

At CTIA WIRELESS 2009®, the CDMA market leader showcased for the first time an ATSC-enabled version of the “LG Lotus” mobile phone. The company also is demonstrating mobile Digital TV on an LG Voyager CDMA phone and LG Maize GSM phone. High-efficiency battery technology allows up to four hours of mobile DTV viewing.

Dr. Woo Paik, president and chief technology officer, LG Electronics, said, “Digital TV broadcasts to mobile and handheld devices will represent new opportunities for manufacturers and carriers alike as digital TV stations deliver a wide range of exciting programming using the new standard.”

Together with the Open Mobile Video Coalition (OMVC), an alliance of more than 800 U.S. broadcasters promoting the new standard, LG Electronics is meeting with wireless carriers at CTIA WIRELESS 2009, demonstrating reception on mobile phones of live digital TV broadcasts from a local Sinclair Broadcast Group station, KVCW channel 29. The LG devices are receiving a variety of entertainment, news, sports and weather programming.

“The timely introduction of a wide variety of ATSC Mobile DTV-compatible devices will be crucial to the creation of a robust mobile digital TV market,” said Brandon Burgess, chairman of the OMVC. “Broadcasters applaud LG’s leadership, both in the development of the standard and in deploying mobile DTV receivers to support our launch plans in 2009 and beyond.”

The Advanced Television Systems Committee (ATSC) elevated its mobile DTV specifications to candidate-standard status Dec. 1, with final adoption expected this summer. ATSC Mobile DTV allows broadcasters to leverage their existing DTV capabilities by allocating a portion of the channel capacity to reach viewers on the go, thereby creating promising new revenue streams. Broadcasters announced in January their intention to launch mobile DTV across 63 stations in 22 markets, covering an estimated 35 percent of U.S. television households.

Service to cell phones is a key element of ATSC Mobile DTV, and consumers can expect a wide array of new-generation devices capable of receiving and displaying over-the-air DTV programming, including handheld TVs, personal media players, navigation devices and laptop computers. Mobile DTV also is likely to spawn new opportunities in the automotive sector, including factory-installed,



dealer-installed and aftermarket entertainment systems, as well as GPS systems featuring broadcast receiver capabilities.

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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 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 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.