



For Immediate Release

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LG MOBILE PHONES ANNOUNCES MARKETING ALLIANCE WITH HIGHLY ANTICIPATED UPCOMING SUMMER FILM “TRANSFORMERS™: REVENGE OF THE FALLEN”

*“Transformers: Revenge of the Fallen” Director Michael Bay
To Make Special Appearance at LG Mobile Phones Booth
During CTIA, The Wireless Association Trade Show*

LAS VEGAS - April 1, 2009 - LG Electronics MobileComm U.S.A, Inc. (LG Mobile Phones) kicks off CTIA in Las Vegas with a roar as it announces an exclusive mobile phone marketing alliance with the highly anticipated upcoming summer film “Transformers: Revenge of the Fallen,” produced by DreamWorks Pictures and Paramount Pictures. Paramount will release the film on June 24, 2009. In anticipation of the release, LG Mobile Phones will launch a multi-faceted marketing campaign to promote the LG Mobile Phones brand and the overall theme of technology in the film. “Transformers: Revenge of the Fallen” director and executive producer, Michael Bay, will make a special appearance in the LG booth at CTIA, the largest wireless industry trade show.

Visitors at the LG Mobile Phones booth (#4100, Central Hall) will have the opportunity to meet renowned film director Michael Bay on Thursday, April 2, at 2:00PM (PST) as he greets fans and signs posters from the new movie. LG Mobile Phones will also unveil design renderings of a LG limited edition “Transformers” Versa phone, which will be made available only through consumer promotions as part of their overall movie tie-in campaign.

“We are thrilled to join with ‘Transformers: Revenge of the Fallen’ in our ongoing effort to reach avid movie-goers who share our passion for cutting-edge technology,” said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. “We’re grateful to have film director Michael Bay visit our booth this year at CTIA, and look forward to working with him and the studio team to ramp up excitement for the most anticipated action film of the summer.”

Prior to the film’s June 24 release, LG Mobile Phones will reveal advertising, retail, online and other consumer electronics initiatives utilizing the film as a key theme for the marketing campaign. The LG limited edition “Transformers” Versa phone, along with the company’s premium line of handsets, offers the latest in mobile technology, allowing people to change their mobile life using one device. Many of these LG Mobile Phone products were used during the making of the film.

“LG Mobile Phones and ‘Transformers’ are a perfect match. Both are known as leaders in its category providing consumers with groundbreaking innovation; together, we look forward to reaching millions of new consumers with our creative, targeted marketing,” commented LeeAnne Stables, Executive Vice President of Worldwide Marketing Partnerships at Paramount Pictures. “We are thrilled to be working with the LG Mobile Phones team on what is sure to be a breakthrough campaign themed to this next installment of Michael Bay’s incredible big-screen, action-packed film, for which Transformers fans around the world have been waiting.”

“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 not yet been rated.

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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



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