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LG UNVEILS STYLISH, FEATURE-RICH PRODUCTS AT CTIA WIRELESS 2009

Booth Highlights Include New LG Handsets and Accessories

LAS VEGAS - April 1, 2009 - LG Electronics MobileComm U.S.A., Inc. (LG Mobile Phones) is announcing several new stylish, feature-rich products today at CTIA WIRELESS 2009, the largest wireless industry tradeshow in the world. The company is unveiling LG Xenon and LG Neon, two brightly colored handsets that offer fashion-conscious consumers a new and innovative way to better manage their social circle of contacts. LG is also introducing a textured, lipstick red version of its popular square-shaped LG Lotus phone and two new Bluetooth headsets, the HBM-900 and HBM-210.

“The high energy of CTIA lends itself to exciting product launches,” said Ehtisham Rabbani, vice president of product strategy & marketing for LG Mobile Phones. “LG Xenon is an example of how our approach to UI development is more intuitive and customizable than ever before. Our products and partnerships at this year’s show set the tone for an action packed ’09.”

Featured LG Handsets at CTIA 2009 Include:

LG Xenon

The LG Xenon offers a large 2.8” full-touch display with vibration feedback and enhanced flash user interface. The widgets-based full-touch home screen is both customizable and intuitive, including a favorites contact screen which offers users three panels to categorize picture contacts. The LG Xenon includes a compact, slideout 4-Line QWERTY keyboard and quick access keys for conversational text messages and email. www.lgmobilephones.com/xenon

LG Neon

The LG Neon provides all the elements for the ultimate messaging phone at the touch of a button. Its bright, chic colors are sure to stand out from the crowd, while the slide-out QWERTY keyboard ensures easy access to text messages and emails. For those users who crave the latest in messaging technology, look no further than the LG Neon. With key features such as threaded messaging, a 2.0 megapixel camera and music player, the LG Neon is the ultimate phone for social multi-taskers on the go.

LG Rumor 2

The LG Rumor² is an enhanced and updated version of the best-selling LG Rumor. This stylish messaging phone offers the popular and familiar 4-line QWERTY keyboard, with an advanced screen resolution for crisp image quality, along with threaded messaging for conversation format text messaging. The LG Rumor² is now stylishly customizable with changeable back plates for personalization. For more information please visit www.lgmobilephones.com/rumor2.



LG Versa

The LG Versa features a large, interactive 3" touch screen with touch key vibration for button-like feedback. Boasting next-generation technology, the LG Versa has a home screen that transforms into a sizzling, animated 3D user interface. Quickly customize up to 3 different home screens with favorite features, apps or contacts. The LG Versa has a unique attachable QWERTY keyboard, offering consumers a level of customization never before seen on a mobile phone. For more information please visit www.lgmobilephones.com/versa.

LG Banter

Featuring a full sliding QWERTY keyboard for fast and easy texting and a chat-style messaging interface, the LG Banter is a stylish slider that is the perfect handset for anyone on the go. The LG Banter is preloaded with Alltel Email, Yahoo! IM and AOL IM to ensure customers never miss an important message. The handset also comes with changeable faceplates, allowing users to express themselves with blue and silver variations. For more information please visit www.lgmobilephones.com/banter.

LG Wine

Sleek and elegant in its design, the LG Wine combines a large 2.2" display for easy to read text and menu navigation with large fonts, buttons and a spacious keyboard. The LG Wine features a large speaker for excellent sound quality with dedicated shortcut keys for easy access to commonly used features, including text messaging, alarm clock and images. For more information please visit www.lgmobilephones.com/wine.

LG CF360

The LG CF360 is a high-speed 3G phone which offers advanced technology and stylish design at a competitive entry price. The LG CF360 includes AT&T Navigator for easy turn-by-turn driving directions, maps and real-time traffic alerts. This durable handset also includes Bluetooth® wireless technology for music listening and hands-free talk, along with a 1.3 megapixel camera and camcorder, which compliments the phone's Video Share™ capabilities. For more information please visit www.lgmobilephones.com/CF360.

LG Incite

Boasting the latest in cellular technology, the LG Incite is equipped with Windows Mobile 6.1 Professional, Microsoft Office Mobile and Microsoft ActiveSync 4.5. The LG Incite offers users Internet Explorer HTML Web Browsing, Windows Media Player 10 and is Wi-Fi Enabled for all their needs on-the-go. With a sleek bar design, crystal-clear 3" touch screen with vibration feedback and a 3.0 megapixel camera and camcorder, users can send and enjoy all memories at the touch of a button. For more information please visit www.lgmobilephones.com/incite.

LG Invision

Users can watch full-length, broadcast-quality TV shows, play music and do so much more. With a wide-angle screen for optimal TV viewing, a 1.3 megapixel camera, video share capabilities and 3G speed, users have the full spectrum of entertainment right at their fingertips. And, with Bluetooth® capabilities, users can wirelessly access music, TV, and voice, anywhere, anytime. For more information please visit www.lgmobilephones.com/invision.

LG Rhythm

Keep up with the beat of the times with the latest in music technology. Users can store their favorite songs or video files on 120 MB of internal memory and conveniently access the files using a designated music hot key and 1-inch circular touchscreen. Including a 1.3 megapixel camera/camcorder, Bluetooth® 2.0 capabilities, background music mode and a microSD external memory port, the LG Rhythm possesses the functionality of a wireless phone with the latest entertainment options. For more information please visit www.lgmobilephones.com/rhythm.

LG Lotus (Red)

Recipient of the prestigious Red Dot Design Award for its unique, chic and sleek form factor, the LG Lotus is the perfect combination of both style and substance. This fashion forward handset offers One Click, a highly-customizable user interface that makes texting, Web access, email, Sprint Navigation, Sprint TV, Sprint Music StoreSM and other features easier to access. The LG Lotus has a full QWERTY keyboard that is ideal for quick text messaging, email or instant messaging. LG Lotus also boasts advanced features including stereo Bluetooth®, a 2.0 MP camera/camcorder and Wireless Backup. For more information please visit www.lgmobilephones.com/lotus.

LG Dare

The LG Dare offers a large 3-inch touch screen that recognizes handwriting and provides tactile feedback. Tucked inside this V CAST-capable phone is a 3.2 mega pixel camera/camcorder with flash and Schneider-Kreuznach certified lens for outstanding image quality and advanced features like face detection. The photo editing tool lets customers turn their photos into personal masterpieces with options that include borders, landscape and a fun doodle feature right on the screen. Customized photos can be uploaded to a social networking site directly from the phone. For more information please visit www.lgmobilephones.com/dare.

Featured LG Accessories at CES 2009 Include:**Bluetooth Mono headset, HBM-900**

This sleek headset includes the latest LG technology with a tri-mic Ultra-Clear Audio Solution and a multi-directional power slide switch for easy access. Including echo cancellation and noise suppression, the HBM-900 also offers auto volume control, Bluetooth 2.1 technology and voice activated dialing.

Bluetooth Mono headset, HBM-210

The HBM-210 offers Bluetooth 2.0 technology with easy pairing and auto-reconnect. Voice activated dialing and a talk time of up to 11 hours make this a perfect headset for the user on the go.

Bluetooth Mono headset, HBM-800

The HBM-800 offers both headset and speakerphone functionality with easy audio transfer from the cradle to the headset, and from the headset back to the cradle. The headset uses a dual mic solution, with echo cancellation and noise suppression for that user on the go, while the LG e-Clip[™] Ergonomic ear bud provides an easy and comfortable fit.

Bluetooth Mono headset, HBM-520

This dual mic headset provides the ultimate hands-free experience with echo cancellation and noise suppression. With the built in LG e-Clip[™] Movable Ear Bud for an Ergonomic and Comfortable Fit, you get up to 7 hours of talk time.

Bluetooth Mono headset, HBM-530

This stylish headset comes crystallized with Swarovski Stones for that fashionable tech savvy user. The HBM-530 is equipped with the e-Clip[™] Ergonomic Ear Bud, a unique carrying cradle and supports easy pairing and auto reconnect. This is the ultimate hands-free, fashion experience.

Bluetooth Speakerphone (Solar Car-Kit), HFB-500

With its solar-panel backing, LG's new HFB-500 eliminates the need for a traditional electrical power source. Whether attached to the car windshield or taken outdoors, it can be used as a speakerphone for clear wireless calling. A hands-free device, the HFB-500 provides up to 16 hours of talk time and up to 1,100 hours of standby time. The Speakerphone can be solar charged with an additional 1 hour of talk time for every 2 hours of sunlight.

Bluetooth Mono Headset, HBS-250

The HBS-250 uses an SRS audio solution for enhanced quality with 5 different equalizer modes for 3D surround, rock, acoustic, bass and pop. With a jog-wheel music controller, echo cancellation and noise suppression, and up to 10 hours of music play time, the HBS-250 is the ultimate hands-free device for that user on the go.

For the full LG line-up please visit the LG booth #4100 in Central Hall.

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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.