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ILLUMINATE YOUR MOBILE EXPERIENCE WITH THE FLOURESCENT DUO: LG XENON AND LG NEON

*AT&T and LG Mobile Phones Launch New Quick Messaging Phones for Texters with
a Flair*

SAN DIEGO, April 1, 2009 - LG Electronics MobileComm U.S.A., Inc. (LG Mobile Phones) announced the availability of the LG Xenon™ and the LG Neon™, the newest devices powered by the nation's fastest 3G network for socially savvy users who crave an ultramodern design. The Xenon and Neon – available in the U.S. only to AT&T customers – brighten the QWERTY market, with their stylish, sleek look and sophisticated technology.

LG Xenon

The LG Xenon offers the latest in mobile innovations, boasting a sleek, tactile screen with easy access to cutting edge wireless technology features. Its large 2.8" full-touch display with vibration feedback, and enhanced flash user interface, makes menus, shortcuts and special contacts available at your fingertips. The widgets-based full-touch home screen is both customizable and intuitive, including a favorites contact screen which offers users three panels with which to categorize their picture contacts for quick and easy messaging and calling access. With Xenon's compact, slide out 4-Line QWERTY keyboard and quick access keys, users can more easily text message, instant message, email, place calls and access the Internet. The expanded, 4-Line QWERTY keyboard makes more characters and symbols available eliminating the need for users to constantly use the "shift" key to access common keyboard functions. To help users keep track of their text messaging conversations, LG has also integrated threaded conversation technology.

Alternatively, users can choose to communicate wirelessly, with Bluetooth® technology. For serious multi-taskers, the LG Xenon allows users to quickly and easily switch between calls and other functions. For example, if a user is listening to the music player when a call comes in, they can answer without having to turn off the music function. Once their call is completed, the music continues automatically. This feature extends to every feature on the phone. The LG Xenon also boasts an image editor and filter to creatively enhance photos taken with the built-in 2.0 megapixel camera and video capabilities. The Xenon is also featured in MTV's upcoming series "The Phone", executive produced by Justin Timberlake.

LG Neon

The LG Neon provides all the elements for the ultimate messaging phone at the touch of a button. It's 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.



Store all your favorite songs on either phone, with the microSD Memory Port (Xenon up to 16GB and Neon up to 4GB). Bluetooth 2.0 capabilities also allow consumers to wirelessly access music through stereo headsets, and transmit data to other Bluetooth-enabled devices. The LG Xenon features AT&T Video ShareSM, the first-ever service in the U.S. that allows users to share live video over wireless devices while participating in a voice call, and a GPS for turn-by-turn directions with AT&T Navigator.

“Performance of and need for user-interface navigation is evolving before our eyes,” said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. “LG Xenon allows you to call, text or edit your favorite contacts with the touch of an icon. Its intuition is remarkable.”

The LG Xenon will be available at AT&T retail stores nationwide and online at www.wireless.att.com on April 8th for \$99.99 with a new two-year agreement.

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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.