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Fashionable and Functional LG® Rumor²™, Exclusively from Sprint, Makes it Easier Than Ever to Manage Messaging, Voice and Data Needs for Any Budget

Sprint's Everything Messaging plan pairs perfectly with the affordable LG Rumor² for one of the best value in wireless

Available at www.sprint.com and 1-800-Sprint1 on March 15;
debuts in all Sprint retail channels on April 19

OVERLAND PARK, Kan., and SAN DIEGO, Calif. – March 12, 2009 – Sprint (NYSE: S) and LG Electronics MobileComm U.S.A., Inc. (LG Mobile Phones) today announced the upcoming availability of the LG Rumor², the next generation of the highly popular and successful LG Rumor. Perfect for customers who want an affordable phone that keeps them connected just about anywhere they go at a great value, the new LG Rumor² features a full sliding QWERTY keyboard for enhanced messaging, email and social networking as well as stereo Bluetooth®, a 1.3 megapixel camera and a large QVGA display. It also features a removable backplate, allowing users to personalize their phone. LG Rumor² will be available exclusively from Sprint for just \$49.99 with a new two-year service agreement after a \$50 mail-in rebate.

The original Rumor by LG quickly became one of Sprint's best selling CDMA devices when it launched in late 2007. The new version packs value and productivity with an expanded QWERTY keyboard with an additional row for easier typing, increased screen resolution to QVGA clarity, stereo Bluetooth® and an extra enclosed battery cover for greater personalization options.

As a perfect complement to LG Rumor², Sprint offers an affordable Everything Messaging Plan that lets customers take advantage of the phone's messaging features at a great value. The plan includes 450 anytime minutes, unlimited night and weekend minutes starting at 7 p.m., unlimited mobile-to-mobile minutes, plus unlimited text, picture and video messaging – all for just \$49.99 per month (excluding taxes and surcharges). This plan provides a savings of \$120 per year vs. comparable AT&T and Verizon plans.¹

"LG Rumor² gives customers the benefits of Sprint's Now Network on a phone that's attractive and affordable, appealing to anyone who needs the ability to quickly send off a text or PictureMail," said Kevin Packingham, Sprint's senior vice president of product development. "Staying connected to

¹ Savings based on 450-minute options for Verizon Select and AT&T Talk & Text plans.

your family, office or even social networks has never been as easy and cost-effective as it is with the pairing of this device and Sprint's Everything Messaging pricing plan. In today's economic climate, it is great to know you don't have to compromise to get a good value in wireless."

"LG is proud to offer consumers the Rumor², which is an updated version of one our most popular messaging devices, the Rumor," said Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones. "Through listening to consumer feedback, we've taken the successful components of the original slider phone, and made the device more impressive by including battery covers for personalization and an extra row of keys on the keypad to make texting even easier."

Families can take advantage of unlimited messaging on LG Rumor² with Sprint's Everything Messaging Family plan. At an annual savings of \$240 vs. Verizon and AT&T,² this plan allows two customers to share 1,500 minutes, including free nights starting at 7 p.m. and weekends, and unlimited texting, picture sharing and video messaging, for \$99.99 per month (excluding taxes and surcharges).

Music lovers will value LG Rumor²'s MP3 player with microSD memory card slot with 16GB card capability (card sold separately). Preloaded with Sprint Navigation, it provides full-feature GPS navigation, including voice and on-screen, turn-by-turn driving directions and more than 10 million business listings. Also, easy access to Microsoft Exchange Server and IBM Lotus Notes accounts will be available through Sprint Mobile Email Work, as an extension of Sprint Mobile Email's existing access to personal email accounts from popular Web-based providers such as AOL, Gmail, Windows Live™, Hotmail® and Yahoo! Mail. Sprint Mobile Email Work will allow users of the LG Rumor² to access both their corporate and personal email in one easy-to-use application, included at no additional charge in several Sprint pricing plans.

LG Rumor² will be available in two color options: Black Titanium and Vibrant Blue. LG Rumor² measures 4.4" x 2.1" x 0.7" and weighs just 4.23 ounces. It will be available on March 15 in Black Titanium and on March 29 in Vibrant Blue at www.sprint.com and 1-800-Sprint1.

Beginning on April 19, LG Rumor² will be available in all Sprint retail channels. Sprint guarantees friendly service with Ready Now, an exclusive Sprint experience that offers hands-on training and setup for customers at Sprint stores nationwide.

In addition to operating two high-performing wireless networks, Sprint operates America's most dependable 3G network*, providing customers blazing fast 3G speeds when accessing the mobile Web, NFL Mobile Live, email and various social networking sites – wirelessly and on the go.

ABOUT SPRINT NEXTEL

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving more than 49 million customers at the end of the fourth quarter 2008; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. For more information, visit www.sprint.com.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in over 110 operations including 81 subsidiaries around the world. With 2007 global sales of USD 44 billion, LG is comprised of four business units – Mobile Communications, Digital

² Savings based on 1,500-minute options for Verizon Premium Family Talk and AT&T Talk, Text & Web family plans.

Appliance, Digital Display and Digital Media. LG is the world's leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit www.lge.com.

About LG Electronics Mobile Communications Company

LG Electronics Mobile Communications Company is the world's leading provider of UMTS (WCDMA), CDMA and GSM handsets, which have been designed to improve the value of customer life. With a total range of wired and wireless solutions, the company is rapidly establishing a global presence and growing its international market share in 3G handsets. For more information please visit www.lgusa.com.

** Dependability based on independent, third-party drive tests for 3G data connection success, session reliability and signal strength for the top 50 most populous markets, June to November 2008.*

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