



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

## **NEW LG ELECTRONICS HOME THEATER SYSTEMS DELIVER HIGH-QUALITY, MULTI-SENSORY EXPERIENCE**

*Now Available Through U.S. Retailers, Audio Systems  
Blend Stylish Design and Expert Tuning*

**ENGLEWOOD CLIFFS, N.J., May 22, 2008** – A new line of digital audio-video products from LG Electronics, led by home theater audio products tuned by renowned audio expert Mr. Mark Levinson, have been introduced through national retail stores, such as Best Buy, Circuit City and other leading electronics retailers.

Previewed at the International Consumer Electronics Show earlier this year, the new home theater audio systems (models LHT888, LHT874, LHT854, LFD850 and LFA840) feature distinctive designs and advanced technology, such as enhanced sound quality and user-friendly touch sensing controls.

“LG’s latest home theater and audio systems were designed to meet consumers’ desire for advanced technology that doesn’t compromise the stylish design of their homes,” said Allan Jason, vice president of Sales and Marketing for Digital Media, LG Electronics USA, Inc. “Our new systems offer consumers the best of both worlds and truly complement the entire entertainment experience.”

### **Make a Statement**

LG’s LHT888 DVD Home Theater System is inspired by the slim, elegant form of the champagne flute. Consumers will appreciate the unique yet subtle silhouette of the loudspeakers that enable integration into any premium home theater system.

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Audiophiles will be pleased by the precise delivery of entertainment to the ear, as a result of the expert tuning by Mr. Mark Levinson, senior audio adviser to LG Electronics. Adding to the advanced functionality of the LHT888's loudspeakers, are the multiple drivers in parabolic housings, each with a tapered integrated pedestal.

The LHT888, available now with a manufacturer's suggested retail price of \$649.95, also features:

- Wireless rear speakers
- 700W 5.1-channel DVD receiver
- 1080p Up-scaling via HDMI
- USB Media Plus
- HDMI output
- LG SimpLink™ multi-device control (HDMI-CEC) and multi-format playback compatibility—MP3, JPEG, MPEG

LG's new 5-Disc DVD Home Theater System (LHT874) and Single Disc DVD Home Theater System (LHT854) both combine robust audio power with eye-catching designs. The new home theater systems offer an array of playback options such as iPod and USB Media Plus connectivity for quick and easy access to digital music, photos and video. DVD1080p upscaling delivers superior video images, and consumers will enjoy a truly integrated home theater experience thanks to LG's SimpLink™ technology. This proprietary technology allows the consumer to the ability to control other LG SimpLink™ devices, such as TVs or DVD players, on screen or directly from each component with one central control.

For consumers looking to remove additional clutter, the LHT874 also features wireless rear speakers and HDMI™ Input. The LHT874 and the LHT854 carry manufacturer's suggested retail prices of \$479.95 and \$299.95 respectively.

### **Compact Design, Powerful Sound**

LG's Tabletop Audio System (LFD850) and Shelf CD Audio System (LFA840) are powerful enough to perform as a main home audio system but also compact enough for close quarters. The LFD850 features made for iPod direct docking and a USB Media Plus port to allow playback of music, photos and video for a diverse set of entertainment options.

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Both audio systems are designed to blend easily into the home environment and offer robust sound and video quality. The LFD850 features Immersive Sound Technology, which automatically adjusts volume levels based on the acoustics in the room to provide a greater “sweet spot” and to ensure that consumers don’t miss a single note or piece of dialogue. The LFD850 also incorporates LG’s parabola design 3-inch speaker, which further boosts the sound quality for a superior audio experience. With its front-mounted eclipse touch panel control, the LFD850 eliminates the need for additional knobs or buttons. It also provides red ambient lighting for easy to use touch panel controls. Manufacturer’s suggested retail prices are \$299.95 for model LFD850 and \$229.95 for model LFA840.

Additional features include:

- 2.1 Channel, 160-watt shelf system (LFD850)
- CD playback (LFA840)
- iPod direct dock (LFD850)
- Vacuum-loading CD vertical slot
- AM/FM tuner
- Clock radio with alarm and sleep modes
- USB Media Host (LFA840)

**About LG Electronics USA, Inc.**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a wide range of consumer electronics and IT products, mobile phones and digital appliances under LG’s “Life’s Good” marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

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