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LG ELECTRONICS' DISTINCTIVE LCD HDTV_s COMPLEMENT 7TH ANNUAL TRIBECA FILM FESTIVAL'S CINEMATIC EXPERIENCE

***LG is Signature Sponsor and Festival's 'Official HDTV,'
Sponsor of 'Encounters' Film Series***

ENGLEWOOD CLIFFS, N.J., Apr. 16, 2008 – LG Electronics, featuring its stylish, new “Full HD” 1080p line of LCD TVs, is the “Official High-Definition Television of the 2008 Tribeca Film Festival.” LG will install more than seven dozen of its new LG60 series of LCD HDTVs, and a host of high-definition disc players throughout the Festival’s movie theaters, box offices and special event locations.

LG is also the sponsor of the “Encounters” series, a group of 11 narrative and 10 documentaries. From April 23 – May 4, audiences, international filmmakers and the global industry will experience the excitement surrounding independent cinema through exclusive Festival content on LG’s LG60 series.

“The Tribeca Film Festival brings together world class actors and filmmakers in an urban environment unrivaled by other film festivals. Our sponsorship of the Festival illustrates our focus on providing new, stylish ways of enjoying today’s artistic films without missing a single detail,” said Tim Alessi, director of consumer electronics marketing at LG Electronics, USA, Inc. “LG’s LCDs blend this glamorous appeal with cutting-edge picture and sound quality to deliver a rich cinematic experience away from the crowds and in the comfort of your own home.”

'Encounters' Series Sponsored by LG

The LG-sponsored series, “Encounters,” is an assortment of 11 narrative and 10 documentary films featuring high-profile talent and notable subject matter, including performances by veteran actors Frank Langella, William H. Macy, Sissy Spacek and Danny Glover; new work from venerable New York filmmakers Melvin Van Peebles and Bill

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Plympton; profiles of political and spiritual figures John F. Kennedy, the Dalai Lama and Che Guevara; and portraits of artists Celia Cruz and Diego Rivera.

“High-definition screens from LG Electronics support the Festival’s core mission of experiencing the power of cinema and assisting independent filmmakers in reaching the broadest possible audience. As a new Signature Sponsor for 2008 and the Festival’s official HDTV sponsor, LG Electronics brings a new level of technology and sophistication to the Tribeca experience,” said Craig Hatkoff, co-founder of the Festival.

LG Delivers Cinematic Highlights on the Red Carpet

During the Festival, LG’s LCD HDTVs will be at the epicenter of the action in multiple event locations. Independent film professionals and fans will have the opportunity to enjoy high-definition footage of the latest 2008 trailers, “Red Carpet Moments,” and “Great Moments from the Tribeca Film Festival” as well as up to the minute screening information on LG’s LG60 series.

The LG60 series’ distinctive design and advanced technologies are at home at the Festival’s trend-setting venues. The LG60 will add flair to the exclusive Tribeca Film Festival red carpet, with its striking, slim silhouette, red color accents and a “high-gloss” black finish.

With advanced features such as 120Hz “TruMotion” panels, the unique Intelligent Sensor and easy-to-access AV Modes, the LG60 provides not only the highest resolution available, but is easily adaptable to all viewing environments.

Avid movie-goers and film aficionados alike will take pleasure in a lively, immersive experience with the LG60. Because sound quality goes hand-in-hand with movie watching, film lovers will also appreciate the LG60’s new invisible speaker system tuned by renowned audio expert, Mr. Mark Levinson.

The invisible speakers accentuate the beauty and versatility of the LCD HDTV line by eliminating the speaker grill, providing excellent sound reproduction and a wider sweet spot than conventional speakers. Not compromising on audio performance, LG’s new “Clear Voice”

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technology automatically enhances the sound frequency range to help keep dialogue audible when background noise swells.

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 (digital display and digital media) products, mobile phones and digital appliances under LG's "Life's Good" marketing theme. For more information, please visit www.LGusa.com.

About the Tribeca Film Festival

Robert De Niro, Jane Rosenthal and Craig Hatkoff founded the Tribeca Film Festival in 2001 following the attacks on the World Trade Center to spur the economic and cultural revitalization of lower Manhattan through an annual celebration of film, music and culture. The Festival's mission focuses on assisting filmmakers to reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promoting New York City as a major filmmaking center.

Since its founding, the Festival has attracted over two million attendees from the and abroad and has generated more than \$425 million in economic activity for New York City.

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