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LG ELECTRONICS OPENS NEW U.S. DESIGN CENTER

Manhattan Facility to Fuel Research and Design Efforts

NEW YORK, July 31, 2008 – LG Electronics today announced the relocation of its U.S. Design Center from Englewood Cliffs, NJ to the heart of New York City.

The design center, located in Union Square, will be charged with developing stylish and innovative products that meet the needs of American consumers, while further supporting LG's premium brand positioning in consumer electronics, digital appliances and mobile communications. Focusing specifically on industrial design, the center will look to incorporate U.S. consumer preferences into LG products as well as augment product development and design capabilities.

"LG is committed to delivering style with substance across our product categories, and to do that we must constantly push the boundaries of design" said Michael Ahn, CEO LG Electronics North America. "With the relocation and expansion of the design center we are bringing together some of the world's best designers. Through their vision and our holistic product development process we will continue to develop new and innovative products that are refined, trend-setting and contemporary."

The relocation of the LG Design Center represents a key element of LG's global business strategy, which includes increasing its investment in regional design, research and development.

LG's New York Design Center will be a part of a global network of six design centers where the focus is on incorporating global designs into local regions. It is also integral to the wider network of 29 R&D centers – including the U.S.-based digital TV lab in Chicago and mobile phone lab in San Diego. Together, the global centers employ 16,000 staff, almost a fifth of LG's worldwide workforce. This team of visionaries helped LG win a number of substantial global design awards each year including: iF Design Awards, reddot Design Awards as well as the reddot "Design Team of the Year for 2006" and IDEA.

Once fully operational, the center will design products for LG's entire range of consumer goods including; mobile handsets and devices, flat-screen HDTVs and audio systems, digital appliances and other products.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in home appliances, consumer electronics and mobile communications. In the United States, LG Electronics sells a wide range of stylish, innovative digital appliances, consumer electronics (digital display and digital media) products and mobile phones under LG's "Life's Good" marketing theme. For more information, please visit www.LGusa.com.

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