



NEWS RELEASE

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LG ELECTRONICS SHOWCASES smART TECHNOLOGY FOR HOLIDAY SEASON

World's First Network Blu-ray Disc Player with Netflix Movie Streaming Capability Unveiled

NEW YORK, July 31, 2008 – Led by the new BD300 Network Blu-ray Disc Player with internet streaming capability, LG Electronics highlighted its latest stylish consumer electronics, digital appliance and mobile phone products at the company's 2008 holiday preview.

During its annual Summer Line Show – at New York's Morgan Library & Museum, a location famous for housing one of the world's greatest collections of artistic works – LG Electronics is showcasing its latest works in "An Exhibition of smART Technology."

"LG seeks to enhance consumers' lifestyles with intelligent features, intuitive functionality, exceptional performance and stylish design," said Michael Ahn, president and CEO, LG Electronics North America. "The featured products, from our SteamWasher which reduces allergens, to our mobile phone with advanced photo editing tools, to our advanced new BD300 Network Blu-ray Disc Player with Netflix® instant movie streaming capability, show how smart technology can combine with a sophisticated look and feel in real-life ways."

Consumer Electronics

On the heels of the Netflix partnership announced at CES® 2008, LG unveiled the BD300 Network Blu-ray Disc Player to provide consumers with unparalleled access to disc-based and networked home video entertainment. Available this fall, it provides exceptional audio-video performance with the fast growing library of high quality Blu-ray discs, up-scales standard DVDs to 1080p and delivers unprecedented instant access to unique content delivered over a broadband connection, including Netflix Instant Streaming Service.

Netflix's Instant Streaming Service provides consumers with access to movies and network television programming from the extensive Netflix library of more than 12,000 titles directly through the BD300 for unlimited instant playback. Unlike any other Blu-ray player on the market, this advanced, networked Blu-ray Disc Player will allow Netflix subscribers to access an

on-screen menu, select their preferred title, and view content immediately without a personal computer. By using the remote control, Netflix members will also be able to browse and make selections right on the TV screen, read synopses and rate movies.

Consumers craving more content will appreciate the BD Live feature which provides real-time interactivity for movie enthusiasts seeking extras, new previews or special content while BonusView provides picture-in-picture access to Blu-ray disc special features. To further personalize and simplify the home theater experience, the BD300 includes LG's SimpLink™ technology, which allows users to control similarly equipped LG TV and AV products via convenient on-screen menus or directly from the product itself.

Other LG consumer electronics products featured at the show include:

- **LG90:** This “Full HD” 1080p LCD HDTV features a unique teardrop design, blue color accents, and a “high-gloss” black finish with a high-performance LED backlighting system. Consumers will enjoy one of the highest picture qualities available on the market today as the LED backlight employs local dimming to provide enhanced black levels and quick response time in combination with LG's advanced 120Hz performance.
- **LGX Series:** At 1.8-inches thin, the LGX models are the slimmest LCD HDTVs with built-in tuners on the market. The sleek design features unique red-color accents and invisible speaker design, tuned by audio legend Mr. Mark Levinson. Thin in profile, but big on performance, the LGX features advanced 120 Hz “TruMotion” Super IPS panel, Intelligent Sensor and easy-to-access AV Modes. With these advanced features, the LGX provides the highest resolution available, and is easily adaptable to varying viewing conditions. Available in both 42- and 47-inch screen size class.
- **PG60:** At only 3.3-inches thin, this HDTV plasma series features a stylish “one-layer” frameless design and invisible speaker system. The PG60 is one of the first plasma series to attain THX Display Certification, offering consumers exceptional image quality for a more immersive movie, TV and video game experience from the comfort of their own home.
- **LHT888 Home Theater System:** For décor-conscious movie-and-music fans, the LHT888 home theater system offers high-quality sound and stunning contemporary design. Inspired by the slim elegant form of the champagne glass, LHT888's loudspeakers feature multiple drivers in parabolic housings, each with a tapered integrated pedestal. The system includes a 700W 5.1-channel DVD receiver with 1080p up-scaling, built-in wireless kit, USB Media Plus, HDMI output, LG SimpLink™ multi-device control (HDMI-CEC) and multi-format playback compatibility.

Mobile Phones

LG's in-depth consumer research drives decisions on which features and styles to bring to market. The broad range of devices – working with nearly every major U.S. carrier – offers a wide mix of features and form factors, appealing to the novice through the most advanced user.

Mobile phones and Bluetooth accessories featured at the event include:

- **LG Dare™:** The LG Dare offers a large 3-inch touch screen that recognizes handwriting and provides tactile feedback. Tucked inside this V CAST-capable phone is a 3.2 mega pixel camera/camcorder with flash and Schneider-Kreuznach certified lens for outstanding image quality, and advanced features like face detection. The photo editing tool lets customers turn their photos into personal masterpieces with options that include borders, landscape and a fun doodle feature right on the screen. Customized photos can be uploaded to a social networking site directly from the phone.
- **LG Decoy™:** This slider phone is the world's first phone to feature a discreet Bluetooth® hands-free headset integrated into the design. It also sports a five-way directional joystick for easy navigating through all of Verizon Wireless' multimedia features.
- **LG Chocolate™ 3:** The new LG Chocolate 3 trades in its slider form factor for a slim flip style that brings with it the quintessential music player along with control wheel on the outside front, Bluetooth capabilities® and an FM transmitter to play music through a car stereo.
- **Vu™ by LG:** This device boasts crystal clear TV, Web, pictures and videos on a large, intuitive touch screen coupled with the utmost in mobile entertainment with a music player, 2.0 mega pixel camera, video share and Bluetooth® capabilities.
- **enV² by LG:** LG's best-selling messaging device with full keyboard is now the smallest and most stylish ever, with all of the advantages of the previous enV and with larger internal display and large-sized external keys.
- **LX400:** This attractive clamshell phone offers one-to-one, push-to-talk communication available nationwide.
- **LG Voyager™:** The first handset with an interactive touch screen and full QWERTY keyboard also provides access to V CAST Mobile TV and full HTML Internet browsing.
- **LG Venus™:** This sophisticated and stunning slider-style phone features dual screens with interactive touch navigation, a music player, a 2.0 mega pixel camera/camcorder, and a microSD memory port for extra storage.
- **LG Shine™:** Within the elegant stainless steel body, the LG Shine packs in a music player, a 2.0 megapixel camera, video share and Bluetooth® capabilities, plus a full array of messaging options. When idle, the LG Shine™ has a unique, reflective mirror finish, but once it is active, the screen comes alive and is viewable from all angles.
- **Rumor™ by LG:** Equipped with the latest Bluetooth® technology, a full-duplex speakerphone, Instant Messaging, Mobile Email, camera and Multimedia Messaging; Rumor's lines of communication are always open.
- **Glimmer™ by LG:** This easy-open, durable slider offers hands-free talk via Bluetooth® and you can enjoy background music while taking a picture or recording a video.
- **Bluetooth Car-Kit Speakerphone, HFB-500:** With a solar-panel backing, LG's new HFB-500 eliminates the need for a traditional electrical power source. Whether attached to the car windshield or taken outdoors, it can be used as a speakerphone or a mobile charger. A hands-free device, the HFB-500 provides up to 16 hours of talk time, and up to 1,100 hours of standby time. The device can be solar charged (24mAh/hour), with 30 minutes of talk time, for every 3 hours of sunlight.
- **Bluetooth Mono Headset, HBM-310:** For those interested in a more modern and sleek design, the HBM-310 is the perfect headpiece. This stylish accessory permits up to six hours of talk time, and up to 150 hours of standby time. Its e-Clip™ movable ear-bud allows users to adjust for a more ergonomic and comfortable fit.
- **Bluetooth Mono Headset, HBM-520:** Scheduled for release in October 2008, the HBM-520 offers an affordable dual mic, which provides noise shield. This Bluetooth

version 2.1 headset is equipped with the e-Clip™ movable ear bud for an ergonomic and comfortable fit, and has a talk time of up to six hours and up to 200 hours of standby time.

Digital Appliances

The latest Digital Appliance innovations serve as a great showcase for LG's design and cutting-edge technologies. The award-winning, contemporary design that has been a major factor in the brand's success to date continues to push the envelope with the latest offerings. The newest LG appliances continue to meet previously unmet consumer needs, as they serve as showpieces for the home.

- **New Steam Laundry:** The newest eye-catching LG SteamWasher™ and SteamDryer™ models, hitting stores in September, feature an updated design. The unique square door hints at the capacity inside (4.5 cubic feet) as well as the enlarged opening (15% larger) that makes it easier to load and remove bulky laundry. As the market leader in steam washers, LG continues to drive new applications for their proprietary TrueSteam™ technology. In addition to the exclusive Allergiene™ allergen-reduction cycle in the washer and the SteamFresh™ freshening cycle, LG has added new features, such as the SteamSanitary™ option in the dryer.
- **4-Door Refrigerator:** LG's new flagship refrigerator, the sleek 4-door, has become the centerpiece of the growing kitchen lineup. The refrigerator boasts dual refrigerator doors *and* double freezer drawers, offering consumers better organization along with sophisticated style. The 4-door refrigerator also features the tallest water dispenser available.
- **Built-in Ovens and Cooktops:** In time for the busy holiday entertaining season, LG will offer new built-in single and double wall ovens along with radiant and induction cooktops, bringing LG's unique styling to an entirely new industry segment. From the intuitive, menu-driven touch screen control panel in the wall ovens to the smooth touch screen controls of the cooktops, LG is offering the latest in cooking technology literally right to consumers' fingertips.

Additional press materials can be found at www.pimsmultimedia.com/lq2.

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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