FOR IMMEDIATE RELEAES

LG TOPS SALES OF GLOBAL WASHING MACHINE BRANDS FOR THIRD STRAIGHT YEAR

SEOUL, Mar. 28, 2011 – LG Electronics (LG) achieved the best sales figures – in volume and value – for washing machines in 2010, according to survey data from market research companies[1]. This marks the third years in a row that LG has won this designation, which cover more than 50 countries, and further strengthens the company's reputation as one of the world's most innovative home appliance manufacturers.

The data also revealed that LG has been the top-selling washing machine brand for five years in major Asian countries including key markets such as Australia, India, Thailand and Indonesia and in a host of other countries, such as Chile, Saudi Arabia and the Ukraine. In addition, LG's front-loading washing machines have been the best-selling front loaders in the world for the last two years, and the top sellers in the United States for the last four.

"LG washing machines are increasingly known as some of the most innovative on the market, with their smart tech, great performance and high convenience all proving a big hit with consumers," said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. "Today's achievement is a tribute to the spirit of innovation at LG, along with our total dedication to listening to our customers and making their lives better."

LG's latest washing machines set new standards in convenience and efficiency, with technologies that look to make washing more effective and hassle free.

[1] GFK, NPD and Stevenson Company
GFK Group is one of the world's top four market research firms.
NPD and Stevenson Companies are specialized in researching in North American region.

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Key among these is LG's innovative Inverter Direct Drive™ motor, which ensures exceptional cleaning while cutting back on energy use. The Inverter Direct Drive™ runs more quietly with less vibration than on conventional models, an effect that is reinforced by the machines' TrueBalance™ anti-vibration system. Inverter Direct Drive™ motors use fewer moving parts – including no belt and pulley – making them more durable: LG offers a 10-year guarantee on all its Inverter Direct Drive™ motors.

Whereas most front-load washers only have one motion – tumbling – LG's innovative 6 Motion Technology allows the drum to tailor each load from a combination of six unique motions: rolling, stepping, swing, scrubbing, filtration and tumbling. Additionally, 6 Motion Technology works in conjunction with ColdWash™, which penetrates deep into fabrics using only cold water to provide a wash every bit as thorough as with warm water, but using significantly less energy. .

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About LG Electronics, Inc.
LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com.

About LG Electronics Home Appliance Company
The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG's insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG's innovative technologies and convenient features, including the world's first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader.

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