

Embargo until January 5, 09:00 PST

**LG DEBUTS NEW HOME APPLIANCES WITH LATEST
SMART FEATURES, CORE TECHNOLOGIES AT CES 2011**

New Smart Suite of Appliances to Transform Way Consumers Manage Their Lives

LAS VEGAS, Jan. 5, 2011 – LG Electronics will today unveil a full range of home appliances equipped with the company’s proprietary smart technology, LG THINQ™, alongside its industry-leading core technologies. Marking the first time LG has brought a full line-up of home appliances to the 2011 International Consumer Electronics Show (CES®), the company will be debuting LG THINQ™ in Las Vegas from January 6 to 9.

At the heart of the line-up this year are LG’s innovative new smart features – Smart Grid, Smart Diagnosis™, Smart Access, Smart Adapt and Food Management – which allow homeowners to manage refrigerators, washing machines, ovens and robotic vacuum cleaners via a smart network. In combination with LG’s signature technologies, the new innovations will deliver big savings in energy, time and expense, helping enrich consumers’ lives.

“We’re excited to add home appliances to our largest ever line-up of total LG innovations ever to be shown at CES,” said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. “By drawing on LG’s latest IT and mobile technology, our smart appliances promise to be real game changers, offering a big leap forward in convenience and efficiency.”

LG THINQ™ – Smarter Solutions for a More Empowered and Convenient Life

Using “Recommend Time” and “Lowest Rate” options, LG’s Smart Grid can program washing machines to do the washing at the most cost-effective times. LG’s ovens also tap into the Smart Grid to offer varying cost options that take into account the duration and

electrical cost of the cooking. Similarly, LG's refrigerators can adjust their functions to save on energy bills at peak times, or ramp up cooling power when energy rates are low.

LG Smart Diagnosis™ notices when anything goes wrong on a home appliance. For minor problems, such as a refrigerator door left open, the appliance alerts the owner on its display panel or, in future models, via a Wi-Fi connection, on the consumer's smart-phone or tablet PC. Thanks to this Smart Diagnosis™ system, service technicians will know exactly what to fix and when, helping to quickly troubleshoot issues and save time and money.

Thanks to the monitoring and control functions of LG Smart Access, consumers can oversee their household chores regardless of their location. Through smart-phones or tablet PCs, they can see how much longer their food has to cook, or check the temperature and contents of the refrigerator. Consumers will even have the option of instructing their LG robotic vacuum cleaner to clean up or keep watch over the house while they're out.

LG Smart Adapt lets consumers download the latest options for their appliances, including pre-programmed recipes or washing cycles that best fit their lifestyle. In addition, with its drag and drop icons and voice recognition function, LG Food Management makes it easy to keep track of where everything is in the refrigerator and when it all expires.

LG's Core Technologies Provide Outstanding Benefits to Consumers

LG's Washers Offer "Best of the Best" Washing Performance

Underpinned by the Inverter Direct Drive™ motor, LG's 6Motion™ Technology uses six different washing motions to provide outstanding performance and gentle cleaning. ColdWash™ delivers a low energy wash as good as with warm water, while LG TrueSteam™, penetrates deeply into fabrics to remove dirt and reduce wrinkles. LG offers a 10-year warranty on its Direct Drive™ motor to ensure a worry-free clean.

LG Fridges Provide the Freshest, Most Convenient Storage Space

A long-time leader in French-door refrigeration, LG continues to innovate and provide added convenience for consumers. LG's Slim SpacePlus™ Ice System makes way for additional door bin space – allowing for the most refrigerator shelf space available in the industry, while the new Converta™ Drawer offers the unique ability to convert the top freezer drawer into a refrigerator drawer when extra refrigerator space is needed. Together with energy-saving innovations like Linear Compressor technology, LG is delivering something better to the most important kitchen appliance.

LG's Cooking Appliances Produce the Best Cooking Results

Using LG's double oven with its innovative InfraGrill™ Technology, consumers can cook faster and tastier dishes with lower energy costs. The double oven's 6-inch tall upper oven gives ergonomic flexibility when baking and cooking, and its 6.7 cu. ft. capacity lets consumers cook large dishes with more convenience.

LG Vacuum Cleaners Make Cleaning Effortless and Efficient

Thanks to LG's KOMPRESSOR® technology and a larger bin size, LG's upright vacuum cleaner compresses dirt to hold more, so that consumers can empty less. DualForce+™ suction captures more dirt across a wider area, and the Click 'N Go Wand™ provides 15 extra feet of reach. In addition, LG's new HOM-BOT robotic vacuum offers a unique combination of camera, ultrasonic and infrared sensors, making cleaning an effortless job, while also minimizing collisions. It boasts a super-slim height of just over 3.5 inches.

LG's Steam Dishwasher Delivers the Best Dishwashing Results

LG's dishwashers reduce energy use and offer a 10-year warranty on the Direct Drive™ motor. The built-in TrueSteam™ generator creates powerful, soil-destroying steam for outstanding wash results.



LG's Studio Series Makes the Kitchen Smarter

LG's Studio Series delivers a complete, smart solution using the company's unique core technologies – Inverter Direct Drive™, Linear Compressor and InfraGrill™ Technology. LG's Studio Series brings together ovens, microwave ovens, refrigerators and dishwashers in a well-designed premium kitchen package that is sure to be a welcome addition to any home.

For more information and product images, please visit LG's online press kit at www.lgnewsroom.com/CES2011.

###

* Designs, features and specifications subject to change without notice.

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 80,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean won (USD 43.4 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, audio and video products, mobile handsets, air conditioners and washing machines. 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 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 consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG's "Life's Good" marketing theme. For more information, please visit www.lg.com.

Media Contacts:

LG Electronics USA
John Taylor
847-941-8181
john.taylor@lge.com

Clara Chang
201-816-2011
clara.chang@lge.com



Global Web Site www.lg.com

Katy Donnelly
704-846-1864
katy.donnelly@lg-one.com