

LG'S SOLAR COMBI DELIVERS THE WORLD'S FIRST «ALL NATURAL» GRILL TO YOUR HOME

Revolutionary Natural Cooking that Consumes Less Energy

BERLIN, Sep. 2, 2010 -- At this year's IFA in Berlin, LG Electronics (LG) will introduce its new groundbreaking Solar Combi oven, which provides safer, healthier, and tastier food.

Fitted with the outstanding features consumers have come to expect from LG Home Appliance, the Solar Combi derives its heat from an all natural source charcoal. With this advanced take on a natural heat source, the Solar Combi not only enables diverse, chef-quality cuisine, but also provides more natural and healthier cooking while using less energy.

«By remaining focused on what our consumers want and need, LG has time and again demonstrated its technological superiority through smart, user-friendly home appliances,» said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. «For people who love grilled and convection cooking but find conventional microwave ovens ineffective, LG's new Solar Combi delivers more succulent and tastier grilled foods. Whether it's sirloin steaks, chicken breasts or salmon steaks, the Solar Combi guarantees juicy, tender, mouth-watering food as good as any you've tried in a restaurant.»

The new oven's charcoal grill filament increases thermal efficiency and heat penetration, ensuring healthier, tastier food cooked in a more eco-friendly way making a real contribution to the lives of customers.

Charcoal Heater Delivers More Natural, Tastier Food

The Solar Combi's remarkable core technology is its charcoal heater. Made from a charcoal filament, its heat wavelengths closely patterns those of real charcoal heat, thus delivering heat more effectively and efficiently while enhancing heat absorption. The Solar Combi also saves up to 30 percent in time and energy over conventional models, while also effectively preserving taste and nutrition. The charcoal heater provides consumers with revolutionary natural oven cuisine for the whole family, and cooking they can really trust.

Steadier Temperature, Energy Efficient, Tastier Food

LG's T (Temperature)-Stabilizer makes cooking delicious food easy. Using an advanced inverter controller, consumers can adjust the optimal temperature from low to high, while also maintaining a steady temperature throughout the whole process, which helps improve energy efficiency. Thanks to this unique LG technology, consumers can make highly nutritious foods in the comfort of their own kitchen while maximising taste. In addition, consumers can make grilled food as delicious as if it had been prepared by a professional chef thanks to the gradual temperature change on the oven's grill setting.

Along with its charcoal heater, LG's innovative Naturalflow Convection boosts the oven's heating system while saving energy and time. Using a new Crossflow fan design, LG's Naturalflow Convection maximises airflow inside the oven, ensuring a better circulation of air for more even, delicious and healthy cooking, along with big savings in cooking time and a reduction of up to 30 percent energy consumption compared to conventional ovens.

More Stand Outs on the Solar Combi

As well as making cooking simpler, the Solar Combi makes cleaning easier too with LG's unique Clear Coating. Thanks to a special coating on its interior, similar to the one found on LG's other Lightwave Ovens, the oven is simple to wipe clean of food residue even after cooking the greasiest of foods. In addition, other user-friendly features, such as an attractive pull-down door and an interactive user-interface display, make home-

cooking with the oven even more enjoyable. And with Air Diffusion and a Circulation system, which serve to mix the air at the top and bottom of the oven, the Solar Combi is also great for cooking two dishes at once.

Solar Combi is not available at Swiss Market for the moment.

Visit LG's booth in IFA's Hall 1.1.

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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 80,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business 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 of Formula 1™ 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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