

CLEANER, SMARTER AND MORE HYGIENIC, LG'S NEW KOMPRESSOR ELITE EVEN CAPTURES HIDDEN DUST AND DIRT

BERLIN, Sep. 2, 2010 – LG Electronics (LG) will be showcasing the KOMPRESSOR Elite, its latest premium vacuum cleaner, at IFA 2010 in Berlin. In addition to the world's first motorised compressor, the KOMPRESSOR vacuum cleaner comes with the most advanced, health-conscious technology, making cleaning more thorough than ever by cleaning up hidden dirt and grime from the floor.

With the world's first motorised dust compressing system, LG's KOMPRESSOR helps deliver a deep-down clean, thanks to long-lasting suction power, and simple and hygienic dust control. By compressing dust into compact wedges, the KOMPRESSOR significantly reduces dust cloud during disposal, meaning less effort emptying the bin.

By adding enhanced health-conscious features – such as the «Power Punch» mattress tool, steam mopping and the HEPA (High Efficiency Particulate Air) filtration system – the KOMPRESSOR Elite delivers more than just exceptional vacuuming. As well as extracting pollutants and irritants from the air, these exceptional features steam clean the floor – picking up stubborn grime that may be lurking – making the KOMPRESSOR Elite ideal for health-conscious consumers everywhere.

«LG always seeks to develop better cleaning technologies that help our consumers live healthier and more hygienic lives,» said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. «LG's unique, innovative KOMPRESSOR technology is a prime example of this, with health-conscious features such as the Power Punch that create a cleaner home environment by capturing hidden dirt and dust¹ lurking in your home. For the style-conscious consumer who also pursues a healthy lifestyle, LG's KOMPRESSOR Elite meets their needs through its stylish design and ergonomic shape.

¹ Dust refers to all of the material collected by the vacuum cleaner during normal household use.

With less effort and time spent for cleaning, consumers will have more quality time to themselves.»

Care for Your Family with Health-Conscious Features

The KOMPRESSOR Elite's unique «Power Punch» feature greatly reduces mites and fine dust by punching the surface of bedding nearly 3,000 times a minute, giving consumers greater peace of mind about the hygiene of their home fabrics. Further augmenting the health-conscious features, a Steam Mop delivers a chemical-free, deep steam clean through an all-in-one nozzle that vacuums and mops at the same time. As well as providing a healthier clean, the Steam Mop greatly reduces cleaning time, too.

The KOMPRESSOR Elite is also fitted with highly efficient HEPA filtration system, which traps dust particles and allergens measuring 0.3 microns or smaller – comfortably powerful enough to capture the particles in cigarette smoke. These benefits are especially helpful for households with pets, young children or people suffering from skin allergies.

Less Energy Consumption, More Silent Operation

With its low power consumption motor, the LG KOMPRESSOR Elite allows consumers to save money in electricity bills while also helping out with the environment. In addition, with a dual noise absorber that encases the motor, the LG KOMPRESSOR Elite significantly reduces cleaning noise levels from 78 dB(A) to 72 dB(A) for more silent LG vacuum cleaning compared to previous generation models.

KOMPRESSOR Elite is not available at Swiss Market for the moment.

Makes Cleaning More Enjoyable

Among the KOMPRESSOR Elite's other features, advanced bearing wheels reduce friction making it easier to move the machine, while a 9-metre power cable allows consumers to clean even large rooms without having to unplug and plug in the vacuum cleaner. Furthermore, the Turbo Cyclone System gathers dust into a simple single container be-

fore the air is filtered, thereby enhancing the performance of the compressor. Taken together, all these features add up to what LG's best vacuum cleaner is yet.

Visit LG's booth in 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

Media Contact:

LG-One

Silvia Finke

Consultant

Tel.: 0041 41 768 99 43

Fax: 0041 41 768 99 30

eMail: silvia.finke@lg-one.com