

WITH MARKET-LEADING CAPACITY, LG'S NEW FRIDGE DELIVERS A FRESH FOOD MARKET TO YOUR HOME

*Bottom-freezer Sets New Benchmark for Refrigerators with Total Efficiency
in Energy Consumption, Space and Accessibility*

BERLIN, Sep. 2, 2010 – At this year's IFA tradeshow, LG Electronics (LG) will demonstrate the strength of its refrigerator technologies with its newly launched bottom freezer refrigerator.

Thanks to LG's Linear Compressor technology and a smart inner structure, the new bottom freezer refrigerator boasts a capacity of 385 litres, the largest in its class, which means 50 litres of extra storage compared with standard 2-metre tall bottom freezer refrigerators. The extra capacity provides customers with a larger, more organised space to store their food, letting them feel like they have a grocery store in their own kitchens. In addition, LG's groundbreaking Linear Compressor technology ensures consumers' food stays farm fresh, while also delivering big cuts in energy consumption. All told, the new freezer confirms LG's standing as a key player in the European home appliances market.

The Linear Compressor is a unique technology that ensures high energy efficiency, minimised noise and enhanced durability: As a sign of its confidence in its flagship technology, LG offers a 10-year warranty on the Linear Compressor.

LG's new bottom freezer refrigerators with Linear Compressor are rated A++, with energy savings some 28 percent greater than in previous A+ level models with Reciprocal Compressors. In addition to its superb energy saving, the Linear Compressor holds the fridge temperature steady to keep foods fresher for longer. Through these assorted benefits, LG is helping customers' live healthier, more nature-friendly lives.

«The new bottom freezer refrigerator is the fruit of our continuous efforts to reflect what European consumers want and need,» said Young-ha Lee, President and CEO of LG

Electronics Home Appliance Company. «Its extra-large capacity and high energy efficiency are both the results of our innovative Linear Compressor technology which is rewriting the rules by slashing energy consumption while increasing inner capacity. This helps make kitchens greener, fresher and more stylish than ever.»

Your Own Home Grocery

Thanks to the Linear Compressor, a smart inner structure and thin insulation, the bottom freezer refrigerator boasts a 385-litre capacity freezer, enough space for 72 more cans of beer than regular fridges can hold. With its maximised inner space and a more organised layout, LG's bottom freezer refrigerator offers more space, allowing consumers to cut back on time-consuming shopping trips for groceries.

Lower Consumption, Lower Costs

Though offering the largest capacity of any bottom freezer refrigerator, the new model with Linear Compressor boasts an energy rating of A++, with energy savings of up to 28 percent compared to LG's A+ rated refrigerators. These savings are down to LG's ingenious Linear Compressor, which boosts the fridge's energy efficiency. With innovations like that, the new bottom freezer refrigerator cuts energy costs by up to CHF 795 over 10 years compared with A-rated refrigerator.¹

By efficiently controlling cooling power and reducing internal points of friction, the Linear Compressor reduces CO₂ emissions by up to 63kg a year² – the equivalent of planting 16 new pine trees.

LG's Innovations for Fresher Tastes and a Better Life

LG's advanced Opti Temp Zone function enables two variable control compartments to optimise the temperature depending on the type of food – 1°C for fish and meat, 2 °C for vegetables and fruits. Available in select European markets, LG's Vita Light Zone – endorsed by SLG Prüf- und Zertifizierungs GmbH, a major German body that certifies

¹ Based on current projections for rising electricity charges.

² Compared to a regular A-rated refrigerator.

electronic goods – works in tandem with an internal LED light to ensure vegetables and fruits remain fresh and packed with vitamins and nutrients. A special lattice-type box cover called Moist Balance Crisper maintains optimum moisture levels, while LG's Fresh 0 Zone function offers a freshly chilled space that helps keeping fresh meat or fish for longer.

Convenient Features, Stylish Design, Upgraded Lives

As well as boosting freshness, the bottom freezer refrigerator improves convenience and hygiene with its superb Auto Ice and Water Solutions. The refrigerator is specially designed to accommodate a bottled water dispenser without the need to clean and purify the water tank. LG's Automatic Ice Maker, a non-plumbing system that does not require a direct connection to water, lets consumers make large amounts of ice by merely pouring water into the water tank.

In addition, LG's bottom-freezer refrigerator is comfortable and pleasant to use thanks to the LG Total No Frost System, which delivers extremely fast and even cooling. This multi air flow system spreads cool air throughout the interior, making every fridge space suitable for fresh food storage. As well as keeping food fresher for longer, the Total No Frost System also ensures the interior stays cleaner, more hygienic, and odour-free, while also offering big cuts in energy costs thanks to its superb energy savings.

The two-tone finish of the bottom freezer adds a modern, simple and sophisticated look to the kitchen, while blending in seamlessly with other appliances. LG's exterior touch LCD LED displays are easier to read, while strips of bright LED lighting inside the refrigerator clearly illuminate the bottom freezer's furthest recesses. With a wide range of colour options and finishes including stainless steel, brushed steel, titanium and silver and white, LG's bottom freezer accentuates the classiness of today's modern kitchen.

The model GB7138PVXZ is available at Swiss Market for CHF 1'499.—

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

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