

LG MAKING LIVES BETTER WITH INVERTER DIRECT DRIVE AND 6 MOTION CUSTOMISED FABRIC CARE

*With Breakthrough 6 Motion Technology Enabled by New Generation Inverter
Direct Drive, LG Washers Deliver a Better, Healthier, Greener Environment*

BERLIN, Sep. 2, 2010 -- LG Electronics (LG) will showcase its latest washing machine technology at IFA 2010 in Berlin. During the tradeshow, LG will demonstrate the technical leadership of its Inverter Direct Drive – which offers better washing performance, in bigger capacity, energy-efficient machines. It will also unveil its new state-of-the-art 6 Motion technology enabled by the company's new generation Inverter Direct Drive technology.

Thanks to the upgraded Inverter Direct Drive, LG's washing machines can better control the spin speed, the precise movement of the inner drum, and also the left and right movement. With this advance, LG's 6 Motion delivers a world-class cleaning performance, with position and speed control that are up to 10 times more precise than conventional washers.¹ By providing specialised care for every different kind of fabric, 6 Motion gives clothes a deeper, yet gentler clean than a regular wash, thus keeping customers looking stylish, while also making their lives easier.

«At LG, we maintain a relentless focus on finding out what our customers want, and then reflecting those desires and needs into products that enrich their lives,» said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. «Born of the new generation Inverter Direct Drive, the groundbreaking 6 Motion technology let's LG's washing machines demonstrate their technological excellence through an enhanced washing performance, with an additional five drum motions in addition to standard tumbling. LG's signature Steam Technology also ensures a wash that is deeper, more hygienic and more gentle, all at the same time. With features like these, we feel

¹ Based on the results of LG Electronics Lab Test

very confident that we have the technology to deliver real improvements to customers' lives.»

6 Motion – Great Washes Whatever Fabric

With its cutting-edge 6 Motion technology, LG has added even better cleaning options to its top-end washing machines. With settings for «rolling,» «filtration,» «scrub,» «swing» and «stepping» as well as the standard tumbling, the 6 Motion technology enhances washing performance by offering optimal movement, depending on the type of fabric and washing cycle. Especially, the scrub motion is very effective at dissolving detergents and washing powder residue, making the machine far better at rinsing than conventional, tumble-only machines. In addition, the delicate care settings, such as «filtration» and «Swing» soak clothes more evenly and are considerably better at protecting woolly-textured clothes than conventional models.

True Steam Technology for Healthier, More Hygienic Washing

Using a Steam Generator, LG's unrivaled TrueSteam Technology penetrates deep into fibres to deliver a wash that is as thorough as it is delicate. The technology also ensures the temperature stays at 60 degrees, thereby providing the optimum washing temperature while minimising damage to fabrics. Also, the Steam Generator uses the minimum amount of water and energy required when making steam. LG's TrueSteam Technology also helps eliminate allergens, mites and even detergent residue, providing enormous relief to people with allergies or sensitive skin. With certification from the British Allergy Foundation and the Asthma and Allergy Foundation of America, TrueSteam Technology is just one more way in which LG is helping customers take care of themselves and their families.

Ultra-large Capacity Washer Makes Life Simpler

Combining the Inverter Direct Drive, an innovative damping system, and a fixed outer tub, LG's large-capacity washing machines offer total efficiency with even the heaviest of loads. By maximising interior space, LG washing machines can accommodate an 11kg wash load – the industry's largest – and a 78-litre drum in a standard 24-inch cabi-

net. For families with big, regular wash loads but no more space for a bigger machine, LG washing machines offer the perfect answer. Better still, the Inverter Direct Drive System increases the motor's stability by eliminating the belt and pulley found in conventional washer motors. As a measure of confidence in its reliability, LG offers a 10-year warranty for its direct drive motors.

Less Noise, More Efficiency

Thanks to the Inverter Direct Drive and a smart inner structure, LG's new washing machine reduces vibration while also dropping noise levels to less than a normal conversation.² More impressive still is LG's washing machines' exceptional energy efficiency, enabling users to cut their energy usage by up to 30 percent over other A-rated washing machines thanks to its Inverter Direct Drive and Steam Technology.³ Even by the standards of the European Energy Label, LG's washing machines are one of the most energy efficient.

Visit LG's booth in Hall 1.1.

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² Based on results of LG Electronics Lab Test

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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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