

FOR IMMEDIATE RELEASE**COMPACT AND CONNECTED, LG POP TOPS ONE MILLION IN SALES***Success Comes Quickly For Compact Touchscreen Phone With Everything Social Built Right In*

SEOUL, Feb. 22, 2010 – LG Electronics (LG), a global leader and technology innovator in mobile communications, announced today that the LG Pop (LG GD510) topped one million in worldwide sales just 100 days after its European and CIS launch in October 2009. Now available around the world, this fast-selling full touchscreen feature phone has become one of LG's most popular models.

With a 3-inch WQVGA touchscreen framed by a super-slim 4.8 mm bezel, the LG Pop has been a big hit with customers looking for a compact phone that has all the features they need built right in. With access to social network sites on its home screen, the LG Pop allows users to update their status on sites such as Facebook, MySpace and Twitter on the go at any time.

“From the start we based the LG Pop on customer needs, leading us to create a compact and intuitive touchscreen phone that wasn't weighed down by useless features,” said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. “LG Pop offers most of the benefits of a smartphone without the steep learning curve. There's still a huge market out there for phones that do everything right out of the box.”

The LG Pop has won plaudits for its innovative use of green technology. With the optional solar battery cover, every 10 minutes the phone spends in the sun generates over two minutes of talk time or 180 minutes of standby time. Thanks to the phone's Eco-tree and Eco-calculator applications, users can even calculate exactly how much CO₂ has been cut by using the solar battery cover.

In addition to its cheerful name, the LG Pop debuted with a new user interface that included quirky icons and a bright color scheme. Changeable rear covers (available in most regions) added to the phone's list of customizable features. Where offered, covers are available in fluorescent shades of pink, green and orange, peanut-patterned black and silver, an XO pattern and glossy white.

Starting next month, two new phone colors, aqua blue and lime, will be added to the Pop's palette.

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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 84,000 people working in 115 operations including 84 subsidiaries 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.lge.com.

About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lge.com.

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