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**GREAT THINGS COME IN SMALL PACKAGES
WITH NEW MINI PHONE FROM LG**

*Trendsetting Design and Superb Connectivity Make
Touchscreen Phone the Next "Must Have" Device*

SEOUL, Feb. 9, 2010 - LG Electronics (LG), a global leader and technology innovator in mobile communications, today announced its new LG GD880, or LG Mini, a new phone that accentuates its trendsetting design with a full complement of intelligent features.

LG Mini is the smallest and slimmest 3.2-inch full touchscreen phone on the market today, making it the perfect handset for people who want all the communication features that today's technology has to offer without the bulk and heft of a traditional fully-loaded handset.

"We developed the LG Mini in response to specific requests from actual consumers who were unhappy with current full touchscreen phones that are too bulky, too clunky and too expensive," said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. "The easily pocketable LG Mini delivers great looks at a reasonable price, along with the trendy features that people want."

Thanks to a slim, compact form factor made from the highest quality materials, the LG Mini easily slides in a shirt pocket or small handbag while still feeling reassuringly solid to the touch. Textured metal accents on the sides of the LG Mini add to the phone's eye-catching looks without detracting from its overall simplicity. On the front, a large 3.2 inch touchscreen with an aspect ration of 16:9 extends all the way to the edge of the phone, giving it a finish that is as smooth as ice. In addition, a button-free face keeps the LG Mini simple and sleek.

But the LG Mini has much more than just great looks. Besides a raft of staple features such as speedy web browsing and fast push email, the LG Mini also includes several unique aspects, including Social Network Connect, which makes keeping in touch with online friends even easier than on a desktop PC. Popular social networks such as Facebook and Twitter are instantly accessible through built-in applications and a Social Network Feed provides instant and automatic updates of friends and family members on the home screen. Updates also appear next to each contact in the Social Address Book.

What's more, the LG Mini boasts a 5.0 megapixel camera featuring advanced face detection which allows uploading of sharp, vivid pictures and videos wirelessly to multiple social networks in one simple step. The device also plays music and movies in several popular file formats and even includes an FM radio.

With HSDPA connectivity at 7.2 Mbps and Wi-Fi, the LG Mini can browse the internet at high speed and also provide real-time location information using A-GPS.

The LG Mini will be available in Europe starting in March, followed by other markets. Prices will vary country-to-country and will be announced separately in each market.

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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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