

**For Immediate Release**

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## **LG'S LIFE TASTES GOOD COMPETITION SHOWCASES NEXT GENERATION OF COOKING APPLIANCES**

*Amateur chefs compete for title of LG Global Grand Master Chef in Thailand  
with help of unique Light Wave technology*

**Bangkok, November 12, 2009** -- LG Electronics (LG), the world's leading innovator of home appliances, announced today that the South African team of Jaco Pieter Willem Dreyer and Evgeni Igorevich Omeltchenko took home the title of LG Global Grand Master Chef at the *LG Life Tastes Good Championship Global Final 2009*. The team won the company's second annual premier amateur culinary competition which took place this year at the Hyatt Erawan Hotel in Bangkok, Thailand on November 11.

This year, 16 teams of finalists from regional and national competitions in North America, Europe, Asia, Middle East and Africa cooked their recipes according to the competition rules and regulations. *The LG Life Tastes Good Championship 2009* national and regional competitions were held before the Global Final in 13 countries, including the US, France, Spain, Italy, Turkey, India, Thailand, Australia, Korea, UAE, Iran, Saudi and South Africa.

The finalists prepared and served recipes using organic ingredients and LG cooking appliances with health conscious and energy saving features. Judging was mainly based on menu presentation, taste and relevance to the central theme, all criteria that have been reviewed by WACS and Le Cordon Bleu to increase the competition's objectiveness and professionalism. The winning team from South Africa impressed judges by taking full advantage of LG's Light Wave technology. The team cooked a creative menu to accentuate the natural, healthy and rich flavors of each ingredient in the dish.

"This event, now in its second year, offers a unique opportunity for home chefs that transcends both cultural and linguistic barriers," said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. "The competition was originally designed to show how consumers can deliver tasty and healthy gourmet food at home but it has become more about the wonderful diversity of cultures and the way in which we all relate to food in our lives."

Through the Life Tastes Good Championship, LG aims to show that its cooking appliances are ideally suited for creating premium dishes of any culture. Recipes presented at the *Life Tastes Good Championship* as well as the recipes from LG's own international cooking academies allow the company to further extend its deep understanding of regional food cultures.

During the competition final LG also presented live cooking demonstrations for contestants and media featuring four world class celebrity chefs: Cat Cora of the United States, Guy Martin from France, Khun Ik of Thailand and Anna Kim from Korea. The chefs conducted conceptual cooking performances representing exquisite dishes from Europe, North America, Southeast Asia and Northeast Asia. Preparing regional dishes with traditional cooking methods, the chefs demonstrated the benefits of LG's Light Wave technology for healthy and eco-friendly cooking.

During the competition, they also helped contestants hone their cooking skills and served on the judging panel.

The event is endorsed by prestigious international culinary institutions, including the World Association of Chefs' Societies (WACS) and Le Cordon Bleu, two authorities that help shape the opinions of food around the world. The endorsement shows that the LG Life Tastes Good Championship contributes to enhancing culinary excellence as well as improving the standard of global cuisine. The two institutions also helped develop the event's regulations and judging standards, which further raised the bar of the competition. This year's sponsors include WACS, Le Cordon Bleu, Thai Airways, WMF and the Korean Ministry for Food, Agriculture, Forestry and Fisheries.

The theme for this year, "Cuisine of Light", highlighted the benefits of cooking with Light Wave technology, which makes it possible for anyone to easily prepare high-quality gourmet dishes at home. LG's advanced Light Wave technology enables the SolarCUBE and SolarDOM to provide a tasty, healthy, and eco-friendly way of cooking. LG's innovative Light Wave technology minimizes nutrient damage and reduces cholesterol and fat. The Optimal Cooking Algorithm enables quick and even cooking without losing moisture and flavor. LG's Light Wave Ovens can also cook about three times faster than conventional ovens with no preheating, while saving up to 50-percent on energy consumption.

Focusing on Light Wave technology, LG plans to further enhance its product line-up of cooking appliances next year, aiming to increase its market share in North America and Europe. In order to showcase its leadership in cooking appliances, LG plans to sponsor the LG Life Tastes Good Championship every year with a different theme, consistent with the company's commitment to providing better lifestyle solutions for consumers around the world. Last year's theme, "Eco-Cuisine", highlighted tasty, healthy meals made with organic ingredients.

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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 2008 global sales of \$44.7 billion, 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](http://www.lge.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.