

FOR IMMEDIATE RELEASE**MAXIMIZE YOUR SOCIAL NETWORKING
EXPERIENCE WITH LG TOWN GT350**

*Perfect Integration, Optimized Social Networking Platform and
QWERTY Keypad Makes for the Best Social Network Phone Yet*

SEOUL, June 1, 2010 -- LG Electronics (LG) today announced the launch of the LG Town GT350, a QWERTY keypad equipped messaging phone optimized for social networking integration.

The LG Town GT350 is the first phone in LG's new Town Series, with its special focus on social networking services (SNS). With its effortless connectivity and instant access to SNS sites, LG's newest phone range is the perfect platform for users to maintain their very own communities or "towns" of friends and social groups.

"The LG Town Series is the result of our effort to provide consumers with an exciting on-the-go social networking experience with better connectivity and easier access to the people who matter the most to them," said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. "Starting with the LG Town GT350, the series will offer instant access to a multitude of social networks, providing users with the kind of smart, smooth integration they have told us they want."

The LG Town GT350's user interface was specifically designed to make it easier than ever to enjoy real-time interaction with friends on popular social networks such as Facebook, Twitter and Orkut¹. A live social network feed appears on the phone's 3-inch WQVA touchscreen and a quick tap of the refresh button brings up the latest updates instantly.

¹ Orkut integration will be provided in select markets.

LG, long known for its outstanding mobile phone QWERTY keypads, spares no expense when it comes to the LG Town GT350. This phone's four-row QWERTY keypad offers a spacious layout that reduces mistyping and customizable shortcut keys provide direct access to optimized interfaces for each network.

Screenshots and photos taken with the phone's 2-megapixel camera, can be uploaded to multiple social networks or shared through MMS or email. The LG Town GT350 offers Wi-Fi support² for faster internet access.

Even with a fully optimized touch interface and a wide 3-inch display accompanying the slide-out keyboard, the LG Town GT350 manages to maintain a slim 15.9 mm profile. The stylish design of the phone is enhanced by its grip-friendly rounded edges and availability in four colors -- aqua blue, purple, light silver and black.

The LG Town GT350 will be introduced in European markets including the UK, Germany and Italy this month, followed by other regions. Pricing 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 82,000 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 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.

² *Wi-Fi support will be available in select markets.*



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