

FOR IMMEDIATE RELEASE**LG NEXT-GENERATION SMARTPHONE
STARS IN INTEL CES KEYNOTE**

*Moorestown-based LG GW990 Offers PC-like
Internet Experience and Signals Direction of LTE Devices*

LAS VEGAS, Jan. 7, 2010 – LG Electronics (LG), a global leader and technology innovator in mobile communications, was featured in Paul Otellini’s Intel CES keynote, with the world’s first demonstration of the LG GW990.

The LG GW990 is based on the Intel Moorestown platform and represents a new generation of powerful smartphones. The Linux-based Moblin 2.1 operating system paired with the Moorestown platform provides a highly-responsive rich user interface. LG and Intel had previously announced their collaboration early last year at the Mobile World Congress in Barcelona.

LG’s GW990 is an innovative mobile internet device that combines the high performance and rich internet capabilities of a PC with the mobility of a smartphone. The 4.8-inch full touchscreen display with a 2.13:1 aspect ratio offers a compelling mobile viewing experience. The display runs at a resolution of 1024 x 480 pixels and provides a full screen to display web content without the need for scrolling. The device is expected to come to market in the second half of 2010.

The user experience on devices such as the LG GW990 will continue to improve as faster broadband speeds emerge with 4G deployments. While the version that was demonstrated in the keynote was based on HSPA, LG indicated that the GW990 is extensible to support Long Term Evolution (LTE) networks and the company has plans to add this functionality in the future. The LG GW990 roadmap gives LG a unique opportunity to bring its leadership in LTE chipsets to market.

“The demonstration today is convincing evidence of LG’s technology leadership. LG expects handheld devices to be one of the fastest growing market segments in the mobile industry today,” said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. “Beginning with the GW990, LG will drive the smartphone market segment by delivering products that significantly improve the user experience based on our breakthrough technologies in LTE chipsets, mobile devices and PCs.”

“The Intel Moorestown platform represents an amazing example of technology innovation, delivering high performance at dramatically low power levels,” said Anand Chandrasekher, Intel’s senior vice president and general manager of the company’s Ultra Mobility Group. “Combined with the rapid advances in broadband wireless, Moorestown will unleash rich PC-like internet experience in smartphone devices such as the LG GW990 like never before.”

###



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.

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.

MEDIA CONTACT:

LG Electronics
Corporate Communications (Las Vegas)
Judy Pae
+8210 2476 4620
lgpr@lge.com
www.lge.com/press

LG Electronics
Corporate Communications (Seoul)
Ken Hong
+822 3777 3626
ken.hong@lge.com

