

LG Signs Deal with talkSPORT to launch the 'LG Grand Prix show with Eddie Irvine'

UK, 25th March 2010 – LG Electronics (LG), a global leader and technology innovator in consumer electronics, has partnered with talkSPORT, the UK's only national commercial speech radio station, to sponsor its Grand Prix radio show featuring former Ferrari Formula One™ driver, Eddie Irvine.

The half-hour radio show will provide a platform for Formula One™ fans to share their thoughts, opinions and passion for the sport. It will run throughout the race season starting from 28th March with eighteen shows set to start at 8pm on Sundays following each race.

As both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™, LG already has exclusive designations and marketing rights as the Official Consumer Electronics, Mobile Phone, Data Processor and Flat TV of this global sporting event. The new partnership agreement with talkSPORT extends LG's relationship with the sport further.

“We saw a clear opportunity to elevate the relationship LG Electronics has with the sport of Formula One™ through providing thrilling and insightful post race commentary,” says Paul Meadows, Head of Brand Marketing, LG Electronics UK & Ireland. “Formula One™ represents LG's passion for great entertainment experiences and Eddie Irvine will bring this to life for talkSPORT's listeners. Last year saw one of the most nail-biting seasons we've seen for a while and we look forward to seeing what spectacular and memorable moments Formula One™ 2010 will bring.”

This advertising funded programme for LG was conceptualised by Mindshare and co-developed with talkSPORT, to cover not only the weekends race action but also to provide a much valued journey into the culture of the sport whilst providing fans a platform on which they can share their passion for the sport. The show will receive supporting promotion on the breakfast and drive time shows on talkSPORT, as well as a partnership with Sport magazine to create complimentary material to support their Formula One™ content and promote talkSPORT's new show.

“We are extremely excited about working with LG and talkSPORT, it's been a truly collaborative process and we are committed to delivering a programme that becomes a cornerstone of talkSPORT's peak time schedule, as well as a trusted source of F1™ information and entertainment for fans,” added Mark Campbell from Mindshare Invention. “The 'LG Grand Prix show' is only one element of a campaign we have developed to give LG a distinctive position in the sport and that embodies the brands 'Life's Good' proposition.”

Irvine, who raced in 147 Grand Prix, winning four, will from Sunday, 28th March - following the 2010 FORMULA 1 QANTAS AUSTRALIAN GRAND PRIX (Melbourne) which takes place earlier in the day - present the 'LG Grand Prix show' alongside talkSPORT regular Andy Goldstein.

On joining talkSPORT to present the 'LG Grand Prix show', Irvine said: "Although I'm no longer part of the paddock, I am still very passionate about Formula One™, the races and the attitudes of the drivers. The 'LG Grand Prix show' on talkSPORT is going to get under the skin of the sport and show you a side you never knew existed before!

"They'll be no team orders between myself and Andy. I hope for his sake he hasn't a clause in his contract that says he has to have the last word. Because if he has I'll tell you right now, team orders are out the window – may the best driver win."

With former team-mate and rival Michael Schumacher back behind the wheel of a Formula One™ car, the current world champion and a former world champion driving for the same team in Jenson Button and Lewis Hamilton at McLaren, and former world champion Fernando Alonso driving for Irvine's former team Ferrari, the outspoken Irishman will not be short of topics to discuss and debate.

talkSPORT's programme director, Moz Dee, added: "We're delighted to be working with Eddie Irvine, who I'm sure will fit in perfectly here at talkSPORT as he's a real character who has competed at the very highest level of his sport. This Formula One™ season is set to be one of the most exciting for a long time and Eddie's insight will be fascinating making the **LG Grand Prix show** must listen."

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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.

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