



Media Release

LG SCORES WITH AFL & NRL FANS BY LAUNCHING FANTASY FOOTBALL GAME

- Players can win an LG 42-inch Plasma and LCD TV –

Sydney, 2 May, 2008 – This football season LG Electronics is giving NRL and AFL fans across the country the opportunity to unleash the coach-within by creating their own unbeatable 'Dream Team' in an online fantasy game.

Already supporting Australian football through sponsorships with the Cronulla Sharks and Fremantle Dockers, LG Electronics is now answering the prayers of football enthusiasts nation-wide by allowing fans to play the role of coach and pick their favourite players to form the ultimate Dream Team.

Developed by fantasy game specialists, SilentManager the LG Fantasy Football game allows team players to score 'fantasy' points based on their real life performance each week. To encourage some friendly competition, the 'coaches' can also challenge their family and colleagues in an online mini-league.

Andy Cho, Corporate Webmaster of LG Electronics Australia understands the wide-appeal of fantasy games and was keen to use their power to continue the company's commitment to Australian football.

"We know through the success of LG Fantasy Cricket that consumers are enthusiastic about playing these games. Australian's love sport and the competition keeps our consumers interested in the game and gives them a reason to keep coming back to our website and talk about LG with their friends," explains Cho.

"The launch of Fantasy Cricket during the summer season in 2007/08 showed LG as a pioneering brand and we're excited to be working with the company again on Fantasy Football," explains Jon Trigg, the Managing Director of SilentManager.

“Fantasy sport games provide another reason for users to visit a site and we are certain the concept will continue to grow in popularity in Australia as brands harness the power of these games to engage with their target audience,” adds Trigg.

The highest scoring team each month wins the ‘coach’ an LG DVD player. Final winner for AFL Fantasy Game will win an LG 42” Plasma TV, and the final winner for NRL Fantasy Game will win an LG 42” LCD TV. With the NRL in its centenary year and AFL kicking off its 150th year, this year’s football Grand Finals are promising to be even bigger than ever – what better time to watch the finals on the latest state of the art plasma screens!

LG is proud to be supporting the NRL and ALF in such iconic years and is looking forward to seeing the Dream Teams come to life. For more information visit: www.lgfantasy.com.au

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About LG Electronics, Inc.

LG Electronics (KSE: 06657.KS) is a global leader in providing cutting-edge, convergent electronics, information and communications products designed to meet the diverse needs of fast-changing consumers. With consolidated sales of US\$37.7 billion and overseas sales of US\$ 32.6 billion (86% of total sales), LG Electronics employs more than 70,000 employees in 76 subsidiaries located in 39 countries and operates four business units including Mobile Communications, Digital Appliance, Digital Display and Digital Media.

SilentManager Australia

SilentManager has offices both in the UK and Australia and been providing fantasy games to brands since 2002. The Australian office opened in June 2007. The sports that games are offered in are: Football, Rugby, AFL, NRL, Cricket, Horse-racing, F1, Tennis and Golf. SilentManager is a trading name of Silentworld Ltd (www.silentworld.tv)

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