

PRESS RELEASE

07/02/2015

LG MARKS SALE OF 10 MILLIONTH BLUETOOTH HEADSET

LG Tops U.S. Market in Wireless Bluetooth Headset Category with TONE™ Series

ENGLEWOOD CLIFFS, N.J., July 2, 2015 — LG Electronics (LG) has sold its 10 millionth LG TONE™ Series Bluetooth headset globally since launching the series in October 2010. LG is now the number one wireless Bluetooth headset brand in the United States in terms of units sold. LG's TONE series has multiple tiers with the premium and flagship models developed in collaboration with world-leading audio equipment experts such as Harman/Kardon and JBL to ensure the highest level of sound quality.

According to the independent market research company NPD Group, LG has consistently topped the highly competitive U.S. Bluetooth headset market since May 2012, and has maintained more than 40 percent market share since 2013. The popularity of TONE has not been limited to only the United States.

"With LG TONE headsets, we set out to create a superior mobile experience to help people stay more connected while on the go," said Bruce Tripido, director of accessories at LG Mobile Communications USA. "Thanks to our consistent attention to design, comfort and sound, today, we are honored and grateful to our customers, who have made LG the number one wireless Bluetooth headset brand in the United States."

LG's TONE headsets are available in the U.S. through AT&T, Verizon, Sprint, T-Mobile, Best Buy and Amazon.

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About LG Electronics MobileComm USA, Inc.

LG Electronics MobileComm USA, Inc., based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics USA Inc., a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products — including the flagship premium G Series models — incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

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