

FOR IMMEDIATE RELEASE**LG TO INTRODUCE GOOGLE TV AT CES 2012**

Combining Android OS with LG's 3D and Smart TV Technologies, LG's Google TV Provides Consumers with a New and Attractive Home Entertainment Option

SEOUL, Jan. 6, 2012 – LG Electronics (LG) will introduce its highly anticipated Google TV at the Consumer Electronics Show (CES) in Las Vegas. LG Smart TV with Google TV combines the familiarity of Google's Android OS with the convenience and comfort of LG's 3D and Smart TV technologies, offering consumers a new and attractive home entertainment option.

“LG has constantly strived to provide consumers with wider choices in home entertainment that bring the highest level of sophistication and convenience,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “Through Google TV, LG has merged Google's established Android operating system with LG's proven 3D and Smart TV technologies, offering consumers a new and enthralling TV experience.”

LG's Google TV's most attractive feature is its ease of use, thanks to the combination of its Android-based user interface and the Magic Remote Qwerty designed by LG. LG's Google TV's user interface and main screen have been designed for convenient browsing and content selection. Multi-tasking is also possible, as the search, social networking and TV functions can be run simultaneously. The user interface can be accessed using the Magic Remote Qwerty which combines the user-friendly benefits of LG's Magic Remote with a QWERTY keyboard.

Equipped with LG's own CINEMA 3D technology, Google TV provides a home entertainment experience that is immersive, comfortable and convenient. Based on LG's own Film Patterned Retarder (FPR) technology, CINEMA 3D glasses are battery-free, comfortable and lightweight. The glasses are also very affordable, making LG's Google TV ideal for viewing by a large group of family and friends when used in 3D mode.

And with a single click of the remote, any 2D program or movie can be viewed in 3D, thanks to the built-in 2D to 3D conversion engine.

Alongside Google TV, LG will continue to advance its own Smart TV platform based on NetCast, which will be available in more than 60 percent of LG's flat panel TVs scheduled for introduction over the coming year. With a growing collection of content and services, LG's Smart TV platform will continue to provide consumers with a unique user experience.

The first demonstration of LG's Google TV will take place at the LG Electronics Press Conference on January 9.

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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 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. For more information, please visit www.LGnewsroom.com.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players, video products, monitors, commercial displays and security systems for the consumer and commercial markets. LG's product areas include LCD and plasma televisions, LED LCD monitors, home theater systems, Blu-ray Disc™ players, audio components, video players and plasma display panels. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience. LG HE company is also a leader in providing commercial (or B2B) products such as digital signage, video conference system and IP security cameras.

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