

FOR IMMEDIATE RELEASE

LG MOMENT OF THE YEAR 2010 COMPETITION LAUNCHED

In partnership with FOTA

Abu Dhabi, 12 November 2010: LG Electronics (LG), a global leader and technology innovator in consumer electronics, unveiled its selection for the 2010 *LG Moment of the Year* at the Yas Marina Circuit in Abu Dhabi today.

The *LG Moment of the Year* competition, run in partnership with the Formula One Teams Association (FOTA), takes place for the second year running and comprises of a selection of 'moments' chosen from each Formula 1™ race weekend throughout the season.

All 19 moments will be available for review on www.lg.com/f1 from 15th November 2010 with Formula 1™ fans worldwide able to vote for their favourite moment of the season. The winner will be announced at the Autosport Awards in London on 5th December, with the *LG Moment of the Year* award being given out during the ceremony.

Each moment will also be available for auction, in the form of a one-off autographed print of the moment, with proceeds going to F1 in Schools™, the global engineering competition aimed at students aged 9 to 19 years. Two additional prints will also be available for auction; one commemorating this season's Constructors Champions and the other celebrating the 2010 Drivers' World Champion.

Formula 1™ team Force India won the inaugural vote in 2009, thanks to their efforts at the 2009 FORMULA 1 ING BELGIAN GRAND PRIX, which prompted fans worldwide to vote for them as their *LG Moment of the Year*.

Andrew Barrett, VP Global Sponsorship for LG Electronics, said: "As part of LG's global Formula 1 program, we are conducting our second annual LG Moment of the Year competition, voted for by fans. In our very low key first year over 80,000 people voted for the Force India 'Belgium GP' Moment in 2009. Given how successful the competition was that year, we have increased its reach noticeably in 2010 with increased promotion globally; its own dedicated micro-site and its official award which will be given out at the prestigious Autosport. This year, we are also giving voting fans a chance to bid for one-of-a-kind prints of each moment, autographed by the F1 drivers featured in them. We are all eager to see which moment fans will choose from this thrilling Formula 1 season."

###



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 80,000 people working in 115 operations 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.lg.com.

Media Contact:

LG Electronics, Inc.

Aur lie Donzelot , LG F1 PR Manager (c/o JMI)

+44 20 7590 5854/adonzelot@justmarketing.com