

LG Becomes Official Partner of the Cannes Film Festival

Feel the sensation of the world's premiere film event through the picture perfect LG Full HD TV

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LG Electronics (LG), announced today that it will be an official sponsor of the 60th Cannes Film Festival held from 16-27 May 2007, in Cannes, France. Supported by an impressive line up of LG Full HD TV's; LG will be allowing all attendees to always feel at the centre of the action. TV's in sizes from 26 to 47 inches will be located at different areas of the palais des festivals , displaying picture-perfect footage of nominated movies and event proceedings for all to enjoy.

James Kim, President & CEO of LG Electronics Europe comments: 'We are delighted to be a partner of the Cannes Film Festival which celebrates the best that the film industry has to offer. Through our range of TV products LG is committed to enhancing the visual experience by displaying the great work of acclaimed actors, directors and filmmakers in its best light.

Mr Kim continues: The LG Full HD TV range allows viewers to truly feel the sensation through the screen, whether they are watching their favourite TV shows or the latest Cannes nominated blockbuster.'

The new range of LG Full HD TV's will be available across Europe from May. To accompany the first class technology and picture quality, the range is accented with a wave-inspired design that gives it a simple yet elegant look

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 06657.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in over 120 operations including 80 subsidiaries around the world. Comprising four business units -- Mobile Communications, Digital Appliance, Digital Display and Digital Media with 2006 global sales of US \$38.6 billion -- LG Electronics is the world's largest producer of CDMA handsets, air conditioners, optical storage products, DVD players and home theater systems. For more information, please visit www.lge.com

LG Digital Display Company is a leading producer of LCD and plasma TVs and is one of the world's top makers of plasma modules. While focusing on creating well designed, feature rich TVs, the company is also pushing technological boundaries to create a more exciting viewing experience. LG's product areas include: televisions and computer monitors, plasma display panels, OLED and others.

LG Electronics India Pvt. Ltd., a wholly owned subsidiary of LG Electronics, South Korea was established in January 1997 in India. It is one of the most formidable brands in consumer electronics, home appliances, IT hardware and mobile communications space. In India for a decade, LG has earned a premium brand positioning and is the acknowledged trendsetter for the industry.

LGEIL has achieved a turnover of Rs 8250 crore in 2006. LGEIL's manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG manufacturing plants in the world. The

second Greenfield facility is located at Ranjangaon, Pune has the capacity to manufacture GSM Phones, Colour Televisions, Microwave Ovens, refrigerators and Optical Disc Drives. This is India's first mobile phone manufacturing unit and also Asia's largest Optical Disc Drive manufacturing plant.

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You can also visit www.lgindia.com for more information.