



NEWS ALERT

The Android-powered LG Optimus now available through Optus and Vodafone

Australians can't get enough of the affordable Android Smartphone

Sydney, Australia – August 6th, 2010 -- LG Electronics, a leader in mobile communications, today announced that the popular Android-powered LG Optimus is now available through Optus and Vodafone stores nationally and their affiliated network resellers.

Available in candy coloured pink and sleek black, the LG Optimus is perfect for Smartphone newcomers, balancing stylish design with smart technology. (Vodafone & 3 dealers only).

“The LG Optimus is the perfect answer for those Australians looking for a Smartphone with an attractive price tag” said Brad Reed, Senior Category Marketing Manager, Mobile Communications, LG Electronics Australia. “We are pleased to now be able to offer the LG Optimus in partnership with both Optus and Vodafone customers, in addition to Telstra who are already selling and heavily promoting the LG Optimus smartphone”

We anticipate the candy coloured pink handset to be a popular phone choice for the fashion conscious mobile owner and we will bring to market a very eye-catching pearl white version in September.” (Pink and white versions are available through Vodafone and 3 dealers only).

With online access to the huge range of Android apps available from Android Marketplace and the simplicity of using Google services such as mail and maps on the phone, it makes the LG Optimus an extremely capable mobile companion. In marrying its essential every-day capabilities such as the ‘Social Networking’ (SN) apps with its sleek, curved design, LG’s newest handset ensures Australian’s can keep up to date with the latest technology and style trends.

Consumers looking to purchase an LG Optimus are encouraged to visit a dedicated LG Mobile Facebook site (www.Facebook.com/LGmobileAus) that provides handy tips on setting up your LG Optimus, Android app recommendations and a forum for customers to engage with other LG Optimus owners.

The LG Optimus is now available through all three local network operators and their affiliated resellers providing sales and supply coverage across the Australian market for all consumers. It is sold on a range of plans including \$19, \$29 & \$49 cap plans depending on the operator and retail offer. For further information please visit www.LG.com/Optimus.

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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 84,000 people

Global Web Site www.lge.com

working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, 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.lge.com.

About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology.

For further information or images, please contact:

Lisa Hollinshead, LG-One
Tel: 02 8281 3875
Email: lisa.hollinshead@lg-one.com

Distributed on behalf of LG Electronics Australia Pty Ltd. 2 Wonderland Drive, Eastern Creek NSW 2766. Phone: (02) 8805 4000