

**FOR IMMEDIATE RELEASE****LG'S NEW DESIGN STRATEGY FOR  
MOBILE DEVICES TO BE REVEALED AT 2012 MWC**

*LG Takes Design Philosophy to the Next Level with Line-up of Stylish Smartphones*

**SEOUL, Feb. 21, 2012** – LG Electronics (LG) makes its boldest move yet in its strategy to attain smartphone leadership with the launch of its new design identity, *L-Style*, at the 2012 Mobile World Congress (MWC).

The core essence of *L-Style* involves a timeless design with finer details that further differentiate LG's mobile devices from the competition. LG's design leadership has been well established in the past with a successful track-record that includes the Black Label Series phones such as the Chocolate and Shine.

"Design is consistently the top or second most important factor for customers when choosing a mobile phone," said Dr. Jong-seok Park, President and CEO of LG Mobile Communications Company. "With smartphones, we sometimes took a more functional approach to design but with *L-Style* we're going back to our roots as a company focused on how our products fit into the lifestyle of our customers."

*L-Style's* design philosophy is comprised of five aesthetic elements: *Modern Square Style* for a comfortable grip, *Floating Mass Technology* for a slimmer look, *Seamless Layout* for a more intuitive arrangement of keys, *Harmonized Design Contrast* utilizing metallic accents and *Sensuous Slim Shape* that naturally draws one's attention.

Three new smartphones to be unveiled at MWC will initially feature the *L-Style* look. The Optimus L3, with a 3.2-inch display, will first launch in Europe this March. This smartphone will be followed by two other devices in the first half of the year running Android 4.0 Ice Cream Sandwich: Optimus L5 with a 4.0-inch display and Optimus L7 featuring a 4.3-inch screen.

Market availability and additional hardware specifications of all three models will be announced at a future date.

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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 2011 global sales of KRW 54.3 trillion (USD 49 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](http://www.LGnewsroom.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 more information, please visit [www.lg.com](http://www.lg.com).

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