

FOR IMMEDIATE RELEASE

**SLIM, SLEEK AND SIMPLE,
LG'S LATEST MOBILE PC MARVEL HITS THE MARKET**
LG X300 Boasts Powerful performance in a Fashionable and Lightweight Form

SEOUL, Mar. 7, 2010 –LG Electronics (LG), a global leader and technology innovator in mobile communications, today announced the launch of the LG X300, the ultra-thin premium mobile PC. Its sleek and stylish look wowed the visitors at CES 2010 in Las Vegas.

“Given how demanding and discerning consumers are nowadays, we were delighted to receive such acclaim from the public and media at the CES for our new mobile PC,” said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. “It’s a vindication of LG’s efforts to maintain the very highest standards in design without any sacrifices in high-tech or functionality, and ensure our consumers’ experiences with LG PCs just keep getting better.”

The LG X300, LG’s new flagship mobile computing device for 2010, tips the scales at a mere 970g and is only 17.5mm thick for the ultimate in portability.

What’s more, the LG X300 boasts an array of enticing design features. The sleek but wide 11.6-inch LCD screen maximizes the viewing area by eschewing a bezel. Also, its unique reflective keyboard and borderless touchpad add further elegance to this premium mobile PC. To offer the complete package for the most style-conscious users, the LG X300 comes in two colors, shiny white and light brown.

Fitted with a 2.0 GHz Intel Menlow platform with up to 2GB memory and 128GB SSD, the LG X300 runs Windows 7 Home Premium OS and ships with a spare 2-cell battery to provide up to seven hours of use. Thanks to its fan-less, silent operation, the portable PC is also extremely quiet to run, while the LG Smart Pack – LG’s smartest software

suite for PC users – ensures the LG X300 is easy to use, even for novices.

The LG X300 packs multimedia features including a 1.3-megapixel webcam with a You-Cam viewer, and SRS TruSurround HD sound. And thanks to an embedded 3G modem chipset, users can easily get online via GSM, GPRS, EDGE, UMTS, or HSDPA networks.

The LG X300 will be available in Asia starting in March, followed by the Middle East and South America. Prices will vary country-to-country and will be announced separately in each market.

Specifications and Features

Specifications		LG X300
Processor		Intel® Atom™ Processor Z550 (2.00GHz/ 533MHz/512KB) Intel® Atom™ Processor Z530 (1.60GHz/ 533MHz/512KB)
Operating System		Genuine Windows 7® Home Premium
Chipset		Intel US15W
Sys. Memory		1GB (DDR2 667MHz On-Board): Only Available with Z550 2GB (DDR2 667MHz On-Board): Only Available with Z540
Display		11.6" HD (1366x768) w/ LED Backlight (200nit)
Graphics		Intel GMA 500
Storage	HDD	None
	SSD	128GB/64GB
ODD		None
Comm.	Wireless	Azurwave AW-NE104H 802.11bgn (1x2)
	Modem	None
	LAN	10/100 (Supported by Expansion Port)
	Bluetooth	BT v2.1 + EDR
	TV-Tuner	None
	HSPA	F3307
Webcam		1.3M
Audio		HD Audio, SRS WOW HD, SRS Trusurround HD
Security		Kensington Lock, HDD Security
Input Device	Keyboard	Full Size 83 Key
	Pointing Device	Touch Pad w/ Gesture Function
Expansion Slot	Multimedia Card Slot	SD, SDHC, MMC
Input/Output Port		System : HP Out, USB (x2), Int. Mic, DC-In Expansion Port : VGA, RJ45
Battery		2Cell (Li-Polymer / 2800mAh)
AC Adapter		40W 2Pin, 40W 3Pin (Brazil, India)

Software	Pre-Installed	Pre-Installed - LG Smart Care - LG Magnifier - Cyberlink YouCam - SRS WOW HD,SRS Trusurround HD - LG Smart Recovery (w/ Smart Partition) - LG Intelligent Update - Google Toolbar - On Screen Display - LG Smart Indicator - Oberon Game - Office Ready (Optional, 60 days) - Open Office (Only for Central & South America) - Bluesoleil (Bluetooth Model only) - MS Silverlight (Korean, B.P. English Model Only) - Windows Live Essential (Messenger, Mail, Photo Gallery, Movie Maker, Writer) - (Korean, B.P. English Model Only) - 3G Connection Manager (3G Model Only) - Smart-ON 2.0 - Norton Anti-virus (Trial Version, 90days)
	CD/DVD Titles	. LG software installation package DVD (Free DOS Model) . LG Intelligent Update CD(DVD) (Optional) . LG Smart Recovery Center CD(DVD) (Optional)"
Dimensions (W x D x H)		298 x 186 x 17.5 mm
Weight		0.97 kg (DV)
Accessory		Pouch, Adapter (w/ Power Cord), Additional Battery

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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 working in 115 operations including 84 subsidiaries 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.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 more information, please visit www.lge.com.

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