



FOR IMMEDIATE RELEASE

CONTACT:
LG Electronics Inc.
LG MobileComm U.S.A., Inc.
Demetra Kavadeles
(707) 328-5307
dkavadeles@lge.com

LG-One
Jacqueline Johnson
(310) 248-6192
jacqueline.johnson@lg-one.com

CALL FOR ENTRIES: LG ANNOUNCES 3RD ANNUAL DESIGN THE FUTURE COMPETITION WHERE DESIGNERS NATIONWIDE GET A CHANGE TO DEFINE THE FUTURE OF MOBILE COMMUNICATION

Contestants to Compete for More Than \$80,000 in Prizes

*New “Prop Master’s Choice” Award Adds a Dose of Hollywood Allure to the
Competition*

SAN DIEGO - March 16, 2010 - LG Mobile Phones, the fastest growing mobile phone brand in North America, is partnering with crowdSPRING, an online marketplace for creative services, and Autodesk, a leader in 2D and 3D design, engineering, and entertainment software, to hold an innovative competition to define the future of mobile communication. Starting on March 15th, LG Mobile Phones will give consumers the chance to design their vision of the next revolutionary LG mobile phone and compete for more than \$80,000 in prizes.

The competition will award over 40 winners. The first place winner will be awarded \$20,000, one Wacom Intuos4 medium tablet, and Autodesk industrial design software. The second place winner will be awarded \$10,000 and Autodesk SketchBook Pro software, and the third place winner will be awarded \$5,000 and Autodesk SketchBook Pro software. To reward as many people as possible in the name of creativity, LG will also be giving out a whopping 37 honorable mentions at \$1,000 each.

This year’s competition marks the inaugural participation of Russell Bobbitt, a world renowned movie prop master. Bobbitt has worked on a variety of visually stunning films such as Star Trek, Iron Man and Iron Man 2™. He recently received the prestigious “Behind the Camera” prop master award for his work on the first Iron Man film. Bobbitt will serve as a guest judge to reward one contestant’s cutting-edge design with the *Prop Master’s Choice* award. The contestant’s design will then be created into a non-working mock-up that could wind up in Bobbitt’s next blockbuster film. The *Prop Master’s Choice* winner will also receive \$3,000 plus Autodesk SketchBook Pro software.

“We’re very excited about this competition because it gives consumers and design enthusiasts all a chance to exercise their creative imaginations and have their ideas be

heard,” said Ehtisham Rabbani, vice president of marketing and innovation for LG Mobile Phones. “You don’t have to work for LG to make an impact on the future of mobile phones.”

Autodesk will supply participants with a free 15-day trial of [SketchBook Pro](#), a paint and drawing application for use on the Mac or PC. It offers an intuitive, streamlined user interface so even new users can be productive within minutes. The 15-day trial will give all competitors access to industry-leading professional design software and levels the playing field for professional and amateur designers alike to create the phone of their dreams.

“We’re thrilled to partner with LG and Autodesk on this innovative design challenge. The challenge represents the real power of crowdsourcing - by allowing anyone to have the opportunity to design the next generation mobile phone for a global leader,” said Ross Kimbarovsky, co-founder of crowdSPRING. With a pool of over 55,000 designers and writers in more than 170 countries, crowdSPRING is one of the world’s largest creative communities and is an open platform where anyone can post projects or submit entries. Both seasoned and aspiring designers can submit their entries until April 26th at www.crowdspring.com/LG.

Competition Details

Eligibility: Any U.S. resident (citizen or green card holder) that is 18 years (or age of majority in state of residence) and older

Start and End Dates: The competition begins on March 15, 2010, at 12 a.m. PST and ends on April 26, 2010, at 9:00 a.m. PST

Winners will be announced on May 14, 2010 at www.crowdspring.com/LG/winners.

Prizes:

- **First Place:** \$20,000 Cash Award + 1 Wacom Intuos4 medium tablet (ARV of \$349) + Autodesk industrial design software (ARV of \$500)
- **Second Place:** \$10,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100)
- **Third Place:** \$5,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100)
- **Prop Master’s Choice:** \$3,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100) + 1 non-working concept mock-up creation (ARV of \$4,000)
- **37 Honorable Mentions:** \$1,000 Cash Award

Official rules can be found at www.crowdspring.com/LG. **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

###

About LG Electronics Mobile Communications Company

LG Electronics Mobile Communications Company is a leading global mobile communication and information company. LG creates handsets that provide an optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities. Increasingly, LG is pursuing convergence technology and mobile computing products. LG will continue to take leadership in the mobile communication environment with stylish designs and smart technology. For more information, please visit www.lgmobilephones.com.

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 USD43.4 billion, LG is comprised of five business units -- Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is the world's leading producer 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 and a Technology Partner of Formula One™. 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.lgusa.com.

About crowdSPRING

crowdSPRING is an online marketplace for creative services ranging from graphic, web and industrial design to writing services. For buyers, crowdSPRING is a place to post a creative project, watch the world contribute ideas and choose the best. For creatives, crowdSPRING is a global stage for creativity where title and experience don't matter. crowdSPRING is a privately held company based in Chicago. For more information, visit www.crowdspring.com.

About Autodesk

Autodesk, Inc., is a world leader in 2D and 3D design, engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies - as well as the last 15 Academy Award winners for Best Visual Effects - use Autodesk software tools to design, visualize and simulate their ideas to save time and money, enhance quality, and foster innovation for competitive advantage. For additional information about Autodesk, visit www.autodesk.com.

Autodesk, AutoCAD, and SketchBook are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders.