

What do people want for this holiday season?

LG is going to find out in a fun survey where you can win one of this year's hottest mobile phones

Sydney 11/11/2008: LG Electronics, a worldwide technology and design leader in mobile communications, is conducting a fun holiday survey about what people want as the holiday season draws near.

Whether you're in Europe, the Asia Pacific, or South America here's your chance to express your feelings and desires for the upcoming holidays and the New Year and as a bonus, you'll have a chance at winning one of the most popular LG mobile phones released this year.

As mobile phones are becoming top choices for holiday gifts, LG is offering as prizes its hottest and most attractive trio of mobile phones launched in 2008: the stylish LG Secret, the ultimate 8-megapixel LG Renoir camera phone and the just-released LG Cookie.

This special holiday survey will run from Nov. 11th until Nov. 23rd across six countries including the UK, Hong Kong, Singapore, Malaysia, Australia and Brazil. The light-hearted questions cover topics as which person would you most like to spend the holidays with and what would be the ultimate gift you'd like to receive. Other questions probe what you dream as a perfect holiday and what creates the most stress during the holiday season.

LG will release the results of the survey at the end of November and you can find out which destination Australians would most like to visit during the holidays and which celebrities the British would most like to smooch under the mistletoe.

You can join the survey by visiting <http://lgholiday.embrain.com>

About LG Electronics, Inc.

LG Electronics Mobile Communication

Company (LG) is a leading producer of mobile handsets. LG creates handsets that provide optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities. With advanced wireless solutions, LG is rapidly expanding its presence and market share globally. For more information, please visit www.lge.com.