



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

#### **LG ELECTRONICS MOVES INTO HIGHER-END KITCHENS WITH INTRODUCTION OF BUILT-IN OVENS AND COOKTOPS**

##### *New Cooking Appliances Incorporate Award-Winning Features, Sophisticated Design*

**CHICAGO, April 11, 2008** — LG Electronics continued its expansion into upscale kitchens with its new kitchen portfolio that includes the company's first built-in ovens and cooktops. Bringing its award-winning design to consumers desiring built-in appliances, the new additions will be on display at the Kitchen/Bath Industry Show in Chicago, April 11-13.

“In true LG fashion, we are weaving award-winning design with technology to craft beautifully styled built-in ovens and cooktops that complement our current offerings,” said John Herrington, president of Digital Appliances, LG Electronics USA, Inc. “Our new cooking appliances appeal to those culinary enthusiasts with high-end kitchens who seek powerful performance and a sleek, contemporary look.”

#### **Built-In Wall Ovens**

The company's first built-in wall ovens, including single and double oven options, feature a unique 7-inch touch screen control system that brings the LCD technology LG is known for throughout the house into the kitchen. This intuitive display renders knobs and buttons obsolete adding to cooking and clean-up convenience. Consumers can control all cycles and cooking options – from setting temperatures, monitoring cooking time and more – all with the touch of a finger.

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These ovens' recipe bank, pre-loaded with 100 gourmet recipes across ten food categories, can help turn anyone into a chef. With 45 of these recipes pre-programmed, cooks can simply select the recipe they desire and the oven will automatically set to the precise cooking cycle needed.

With one of the largest capacities available at 4.7 cu. ft, each oven accommodates more dishes – making meal preparation easier when cooking for the family or when entertaining. The LG exclusive convection system enables up to 30 percent faster preheat times and more even heat distribution.

The ovens are designed in a stainless steel finish with a brilliant blue interior cavity that adds to its elegant look. The full-line of LG built-in ovens will be available at retailers in the fourth quarter of 2008. The double oven (Model: LWD3081ST) will be available at a manufacturer's suggested retail price of \$3,399 and the single oven (LWD3081ST) will be available for \$2,199.

### **Cooktops**

Also new for 2008 is a variety of cooktops which offer stylish designs and enhanced functionality. The LG Electric Induction Cooktop combines high performance with a smooth look. The cooktop delivers even heating, boasts superior safety features and offers added energy savings by utilizing electromagnetic energy generated by an induction coil. With electromagnetic energy, pots are heated quickly, but the cooking surface stays cool to the touch.

The LG Induction Cooktop incorporates ceramic, glass, premium stainless steel trim and LG's elegantly styled SmoothTouch™ controls, which gives it a sophisticated look and feel. This model (Model: LCE30845) is available now at a manufacturer's suggested retail price of \$2,099.

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In addition to its induction cooktop model, LG will add radiant electric cooktops to its line up in the fourth quarter of 2008. These new models also offer a sleek, seamless design that would complement any kitchen décor. Design extras such as SmoothTouch controls add greater convenience, enabling users to easily activate and control the temperature settings with the touch of a finger.

LG's linear control technology enables cooking consistency and control. Constant heat – rather than cycled heat as on traditional electric cooktops – ensures the set temperature remains consistent and steady throughout the cooking process. The 30-inch size (Model: LCE3081ST) will be available at a manufacturer's suggested retail price of \$1,199 and the 36-inch size (Model: LCE3681ST) for \$1,399.

**ABOUT LG ELECTRONICS USA, INC.**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in home appliances, consumer electronics and mobile communications. In the United States, LG Electronics sells a wide range of stylish, innovative digital appliances, consumer electronics (digital display and digital media) products and mobile phones under LG's "Life's Good" marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

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