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Call for Entries! LG Announces Design the Future Competition *Designers nationwide get a chance to define the future of mobile communication*

CHICAGO, IL. - April 21, 2009 - 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 and engineering software) to hold a new competition to define the future of personal mobile communication. Starting today, U.S. residents age 18 and over can have a chance to design their vision of the next revolutionary LG mobile phone and compete for more than \$80,000 in awards.

This year's competition is even bigger and better than last year's with first place awarded \$20,000, second place awarded \$10,000 and third place awarded \$5,000. And to reward as many people as possible in the name of creativity, LG will be giving out a whopping 40 honorable mentions of \$1,000 plus an LG U.S. phone!

"We're very excited about this competition because it gives consumers, professionals, students and design enthusiasts all a chance to exercise their creative imaginations and have their ideas be heard. You don't have to work for LG to make an impact on the future of mobile phones," said Ehtisham Rabbani, V.P. of product strategy and marketing for LG Electronics MobileComm, U.S.A, Inc.

Autodesk will supply participating designers with a free 15-day trial of [SketchBook Pro](#). Autodesk SketchBook Pro software is a digital sketchpad. 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.

Both seasoned and aspiring designers can submit their entries until June 7th at www.crowdspring.com/LG.

Competition Details

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

Start and End Dates: April 20, 2009 @ 12:00 a.m. (midnight) PST - June 7, 2009 @ 11:59 p.m. (midnight) PST

Winners will be announced on July 7, 2009 at www.crowdspring.com/LG/winners.

Prizes:

- **First Place:** \$20,000 Cash Award
- **Second Place:** \$10,000 Cash Award
- **Third Place:** \$5,000 Cash Award
- **40 Honorable Mentions:** \$1,000 Cash Award + 1 LG U.S. Phone (A.R.V. of \$300)

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.**

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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 2008 global sales of USD44.7 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.lge.com.

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.

About crowdSPRING

crowdSPRING (<http://www.crowdspring.com>) is an online marketplace for creative services. For buyers, crowdSPRING is a place to post a creative project, watch the world contribute ideas and choose the one they like. 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. (NASDAQ: ADSK), is a world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.com.

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