

FOR IMMEDIATE RELEASE

LG BRINGS LIMITED EDITION ‘SKYLANDERS BATTLEFIELDS’ BUNDLE TO SMART TVs

For a Limited Time, LG Will Package Its CINEMA 3D Smart TV with Activision’s best-selling family-friendly video game franchise for fans



SINGAPORE, JANUARY 9, 2014 – LG Electronics (LG) has released a special bundle to mark the arrival of *Skylanders Battlefields*TM on its Smart TV platform. With every purchase of 2013 models of LG CINEMA 3D Smart TV¹, customers will receive a *Skylanders Battlefields*TM LG Smart TV Starter Pack comprising a *Portal of Power*TM and three Skylanders figures.

*Skylanders Battlefields*TM, already a hit mobile game, has been specially adapted for LG Smart TV and can be played using the Magic Remote. With precise motion sensors, an easy-to-use scroll wheel and conveniently positioned directional keys, the Magic Remote is ideal for controlling all of the exciting action this acclaimed title has to offer. *Skylanders Battlefields*TM for LG Smart TV will enable fans to play with any character from the entire collection of Skylanders figures, including the latest installment in the popular franchise, *Skylanders SWAP Force*TM.

¹ The Skylanders BattlefieldsTM Starter Pack is not included with the purchase of LG UHD TV and LG OLED TV.

“We’re committed to providing exceptional family friendly entertainment options on our Smart TV platform,” said Mr. Scott Jung, Managing Director of LG Electronics Singapore. “The fantastic picture quality of our Smart TVs and the intuitive control options offered by the Magic Remote are a winning combination, enriching the visuals and gameplay of Skylanders Battlegrounds. A great gift for the entire family, the LG CINEMA 3D Smart TV and Skylanders Battlegrounds bundle is a surefire winner during the Lunar New Year festive family gathering.”

Skylanders Battlegrounds™ is an action role-playing game experience featuring inventive team-up gameplay in which players must pit the fighting skills and magical abilities of their favorite characters against powerful enemies. The game provides an innovative tie-up between toy figures and onscreen gameplay that is unique to the *Skylanders* franchise. In less than two years, the franchise has earned more than USD 1.5 billion in worldwide retail sales.²

For more information on the Skylanders Battlegrounds™ bundle promotion, please visit www.lg.com/sg.

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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 87,000 people working in 113 locations around the world. With 2012 global sales of USD 45.22 billion (KRW 50.96 trillion), LG comprises five business units — Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning & Energy Solution and Vehicle Components — and is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2013 ENERGY STAR® Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

² Inclusive of toys and accessory packs, according to The NPD Group, GfK Media Control® and Activision internal estimates.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a global top player in televisions, monitors, commercial displays, audio video systems, personal computers and security systems. The company constantly pushes technological boundaries to create feature-rich devices with stylish designs that meet global consumer needs. LG's consumer products include OLED TV, Ultra HD TV, CINEMA 3D Smart TV, IPS monitors, home theater systems, Blu-ray Disc™ players, car audio video systems, mouse scanners and external storage devices. LG's commercial products include digital signage, video conferencing systems and IP security cameras.

About LG Electronics Singapore Pte Ltd

LG Electronics Singapore Pte Ltd (LG Electronics Singapore) is a fully-owned subsidiary of LG Electronics Inc., the pioneer and market leader of the Korean electronics industry for over five decades. LG Electronics Singapore operates four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. In recognition of its vision to enrich people's life with smart technologies and innovative design, LG Electronics Singapore has been recognized with prominent local and international accolades, such as the CNET Asia Readers' Choice Awards, HWM+HardwareZone.com Tech Awards, Red Dot Design, and GfK No. 1 Awards. For more information, please visit www.lg.com/sg.

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