

**FOR IMMEDIATE RELEASE**

**LG ELECTRONICS, UL ENVIRONMENT  
VALIDATE ENERGY AND WATER SAVINGS CLAIMS**

*LG First to Complete Environmental Claims Validation Program  
with UL Environment for Home Appliances and Consumer Electronics*

**NORTHBROOK, Ill. Oct. 28, 2009** – LG Electronics USA, Inc. and UL Environment, Inc. today announced that LG Electronics is the first consumer electronics and appliance manufacturer to have products assessed via the UL Environmental Claims Validation™ program.

This groundbreaking new program is designed to provide companies with a new source for independent, third-party green claims validation. Underwriters Laboratories, a world leader in product safety testing services, launched UL Environment, a wholly-owned subsidiary aimed at providing guidance and clarity of environmental claims to both the consumer and manufacturer.

UL Environment has validated claims for LG's award-winning SteamWasher™ WM3001HWA and popular 47LH90 LCD TV by performing a variety of laboratory tests. UL Environment purchased LG products from U.S. retailers prior to testing. The SteamWasher was evaluated based on energy and water savings, while the LCD TV was tested for overall energy consumption – both in on mode power and standby modes.

Testing results found that the LG SteamWasher uses a minimum of 50 percent less water and energy than Energy Star® requirements effective July 1, 2009 and exceeds 2011 requirements for energy consumption by at least 35 percent and water consumption by at least 40 percent. The LG LCD TV uses a minimum of 70 percent less energy than required by Energy Star 3.0 requirements in standby mode, while using a minimum of 40 percent less energy in the on-mode than Energy Star 3.0 requirements.

“Using this comprehensive UL Environment third-party testing program to validate environmental claims such as energy and water efficiency will instill further confidence in our products’ performance and will help maintain consumers’ confidence in voluntary programs such as Energy Star,” said Teddy Hwang, President of LG Electronics USA.

LG intends to expand its participation in the UL Environment program to cover other product lines, from refrigerator-freezers and dish washers to plasma HDTVs and Blu-ray Disc players.

Steve Wenc, President of UL Environment added, “By applying solid science and more than a century of testing expertise, UL Environment’s validation program brings a new level of confidence to consumers to make informed purchase decisions when shopping for energy efficient products. We commend LG’s leading role as the first appliance and consumer electronics manufacturer to participate in this consumer program.”

UL Environment applies a rigorous, independent testing process to the testing of environmental claims and allows manufacturers that successfully pass the tests to apply the UL Environment service logo on product packaging and marketing materials. This not only protects consumers, institutions and businesses, it also reinforces the credibility of companies that produce products with substantiated environmental claims. Validation also helps companies differentiate themselves in the increasingly crowded “green” product space.

“LG’s focus on environmental issues has resulted in a global environmental vision,” Hwang said, “Across our broad product portfolio, we have incorporated eco-design strategies to reduce the environmental impact of a product's development, production, and circulation, along with reduced use of hazardous materials and enhanced efficiency of resources and recyclability.”

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$45 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances and business solutions, all under LG’s “Life’s Good” marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

**About UL Environment, Inc.**

UL Environment (ULE) is helping support the growth and development of sustainable products and services in the global marketplace through standards development and independent third-party assessment and certification. ULE is a wholly owned subsidiary of Underwriters Laboratories, a global leader in conformity assessment that has been testing products and writing standards for more than a century. ULE currently offers Environmental Claims Validation™ (ECV), a service testing and validating manufacturers' self-declared environmental claims and Sustainable Products Certification™ (SPC), a service testing and certifying products to accepted industry standards for environmental sustainability. ULE is developing additional environmental standards, training and advisory services to support organizations in the sustainable products and services industry. For more information please visit [www.ulenvironment.com](http://www.ulenvironment.com).

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