



LG
Life's Good

Press Release

FOR IMMEDIATE RELEASE

Award-winning actor Jamie Foxx helps launch *LG Life's Good FilmFest* in style

New film festival offers \$100,000 for top film entry

Toronto, ON, Aug. 11, 2009—LG Electronics, a leader and technology innovator in home electronics, has announced the inaugural *LG Life's Good FilmFest* (LGfilmfest.com), a HD short film festival open to budding movie makers of all skill sets and abilities. LG Electronics Canada officially unveiled the program today at a launch event in Toronto by enlisting the support of Hollywood superstar Jamie Foxx. The award-winning actor appeared at the event to discuss his own experiences breaking into show business and help preview the festival for prospective filmmakers and the news media.

"There really is no other film festival like the *LG Life's Good FilmFest*," says Tim Barnes, marketing director, LG Electronics Canada. "The concept is simple: an engaging HD short film festival with no entry fee and the chance to win incredible cash prizes. We're absolutely thrilled that Jamie could join us to help launch the festival, as his amazing work in film, comedy and music really exemplifies the spirit and talent the *FilmFest* will no doubt attract."

Aspiring film makers from around the world can submit their *LG Life's Good FilmFest* HD films into one of four categories: Animation, Fashion & Music, Sports and Narrative. Each HD entry must be no longer than five minutes in length and express a positive, uplifting message that conveys the notion that "Life's Good." There will be four prizes awarded. Three of the four category winners will receive \$10,000 Canadian in prize money. The fourth category winner, who is chosen as the overall winner, will receive the grand prize of \$100,000 Canadian in prize money.

The entry deadline is 5 pm Eastern Standard Time, Oct. 16, 2009. Each submission will be judged and winners are to be announced in January 2010.

The *LG Life's Good FilmFest* was inspired, in part, by LG's new series of HDTVs. Featuring a sleek design and blur-free picture quality, courtesy of LG's exclusive TruMotion 240Hz technology, LG's HDTV models such as the new SL80 are an ideal combination of form and function.

"An HD *FilmFest* is the perfect vehicle to help launch our new series of HDTVs with their seamless design and superior HD performance," says Barnes. "Whether you're watching HD shorts or the latest Jamie Foxx blockbuster, LG HDTVs are the best choice for a prime viewing experience for film lovers around the globe."



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For full contest rules and more information about *LG Life's Good FilmFest*, please visit LGfilmfest.com.

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About LG Electronics, Inc.

The LG brand was established in 1995. The company is a global leader in electronics, information and communications products, with more than 82,000 employees working in 77 countries around the world, and annual worldwide revenues of more than US \$40 billion. LG Canada is comprised of four business units - Mobile Communications, Home Appliance, Home Entertainment and Business Solutions and has offices in Toronto and Vancouver. LG Canada is focused on delivering award-winning products known for blending style and technology. These innovative products include cell phones, flat screen TVs, laptop computers and home appliances. For more information please visit www.lg.ca.

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