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## LG Electronics Canada launches the first ever *LG Life's Good FilmFest*

*Inclusive and inspiring FilmFest creates a new forum for inspirational HD shorts with a \$100,000 grand prize up for grabs*

Toronto, ON, July 6, 2009—LG Electronics Canada, a leader and technology innovator in Home Electronics, has announced the inaugural *LG Life's Good FilmFest* ([LGfilmfest.com](http://LGfilmfest.com)), a global film competition open to budding movie makers of all skill sets and abilities. Unlike most film festivals, the *Life's Good FilmFest* is free to enter for film-makers, and free and open for all to enjoy this fall.

"There really is no other film festival like the *LG Life's Good FilmFest*," says Tim Barnes, Marketing Team Leader, LG Electronics Canada. "We wanted to create a Film Festival that celebrates Life's Good, inspiring film-makers to tell their uplifting stories, and allowing film enthusiasts to enjoy those stories. Bring the two together through free and open access inspires us all to celebrate Life's Good. That's what we've done with the *Life's Good FilmFest*."

Starting today, film-makers can enter their submissions into one of four categories: Animation, Fashion & Music, Sports and Narrative. Each entry must be no longer than five minutes in length and express an uplifting, life affirming message that best demonstrates the notion that "Life's Good". There will be four prizes awarded. Three of the four category winners will receive \$10,000 in prize money. The fourth category winner, who is chosen as the overall winner, will receive the grand prize of \$100,000 in prize money.

The entry deadline is 5pm ET, October 16, 2009. Each submission will be judged and winners are to be announced in early January 2010.

*LG Life's Good FilmFest* celebrates its inaugural year with the release of a number of new HD televisions. With full 1080p capability and new-for-2009 features such as TruMotion 240Hz viewing and wireless transmission, LG HDTVs are truly the best choice for home viewing of any kind.

"The *FilmFest* concept was truly designed with LG HDTVs in mind," says Barnes. "LG HDTVs are ideal for watching films of any kind, but are best when matched with high quality HD movies. That's why we decided to make the *FilmFest* an HD short *FilmFest* celebrating slices of life from everywhere in high definition. Providing film-makers from around the world free access to showcase their HD short films and audiences everywhere free access to enjoy them celebrates our borderless digital world."



**LG**

Life's Good

For full contest rules and more information about *LG Life's Good FilmFest*, please visit [LGfilmfest.com](http://LGfilmfest.com).

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#### About LG Electronics Canada

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With 2007 global sales of USD \$44 billion, LG is comprised of four business units - Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world's leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. LG Electronics Canada has offices in Toronto and Vancouver. LG Electronics 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 digital appliances. For more information please visit [www.lg.ca](http://www.lg.ca).

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