



LG
Life's Good

Press Release

FOR IMMEDIATE RELEASE

NBA Superstar Steve Nash to become panel member for the *LG Life's Good FilmFest*

Winning FilmFest entry to take away \$100,000 in prize money

Toronto, ON, Sept. 10, 2009—LG Electronics, a global leader and technology innovator in home electronics, has today announced the first panel member for the inaugural *LG Life's Good FilmFest* (lgfilmfest.com): NBA superstar Steve Nash. The two-time NBA Most Valuable Player will represent the Sports category on the panel and help select the winning entries for the *FilmFest*, open to prospective filmmakers with a grand prize of \$100,000.

"We are elated that Steve has agreed to partner up with us as a panel member for the *LG Life's Good FilmFest*," says Tim Barnes, Marketing Team Leader, LG Electronics Canada. "Aside from his amazing accomplishments in the NBA, Steve has always had a wide range of off-court interests and maintained a high level of accessibility for his fans and supporters alike. This perspective truly makes him an ideal panel member for the *FilmFest*."

The *LG Life's Good FilmFest* kicked off in August 2009 and invites filmmakers from around the globe to submit inspiring HD short films in 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." Four prizes will be awarded: three of the four category winners will receive \$10,000 Canadian in prize money, while the fourth category winner—who is chosen as the overall winner—will receive the grand prize of \$100,000 Canadian in prize money. Entry deadline is October 16, 2009 at 5:00pm Eastern Standard Time and the *FilmFest* will wrap with a grand finale event, set for January 2010.

"The *LG Life's Good FilmFest* is an amazing program and I can't wait to see what kind of submissions we're going to receive," says Nash with regards to his agreement with the *FilmFest*. "I'm looking to bring some of my own filmmaking experience to the panel and while I'm sure it will be a daunting task to choose a winner in each category, I look forward to the challenge."

The *FilmFest* is not Nash's first foray into the world of filmmaking. Nash and his cousin, Ezra Holland, run a film production company called Meathawk Productions that has produced an advertisement for Nike, and as a spokesperson for VitaminWater, Nash wrote, produced and directed his own commercial spots. Nash's production company has also been hired by ESPN to produce a biography on the life of famed Canadian hero Terry Fox.



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The *LG Life's Good FilmFest* was inspired by LG's new series of HDTVs and Blu-ray Disc Players. Featuring blur-free HD 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 and offer viewers a sleek, virtually borderless design they won't find anywhere else. Likewise, innovative products such as the new BD390 Network Blu-ray Disc Player further enhance the home viewing experience. The BD390 offers full HD 1080p video performance and Wi-Fi connectivity, making it the perfect home entertainment companion, whether you're watching the latest Hollywood blockbuster on Blu-ray or engaging HD shorts from the official LG Life's Good FilmFest YouTube channel (www.youtube.com/lgfilmfest).

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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