



**MEDIA CONTACTS:**

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**LG ELECTRONICS MOBILECOMM  
CORPORATE FACT SHEET**

**Description:**

Style meets Function in an LG mobile phone. LG Electronics MobileComm's expertise in designing sleek, user-friendly phones has proven extremely successful in the U.S. market, where the company's market share of all CDMA handsets has grown exponentially in six years. Innovation, in addition to style, keeps LG setting the pace at the forefront of the global wireless industry. LG was the first manufacturer to commercialize the CDMA digital mobile communication system, with its support of the launch of the SK Telecom Network in Korea. In addition, LG's mobile handset division was the first manufacturer in the U.S. to introduce a clamshell phone with a dual internal/external LCD. LG is currently parlaying its CDMA success into a major expansion in the U.S. GSM market and is further strengthening its position by developing 1.3 megapixel camera phones, multimedia phones and more, all for 3G wireless networks offering high-speed voice, data and improved visual graphics capacity.

More information can be found at <http://lgusa.com>

**Headquarters:**

10225 Willow Creek Road  
San Diego, CA 92131

**Management:**

Juno Cho, President

Jeff Hwang, Vice President, Marketing and Product Management  
Dan Gralak, Vice President, Sales  
Jon Maron, Director, Marketing Communications

**Employees:** The mobile handset division of LG Electronics employs nearly 200 individuals in the U.S.

**Market share:** Since entering the US market in 1998, LG Electronics MobileComm has expanded its market share to place first among U.S. CDMA manufacturers for the year 2004. LG leapt from third in 2002 to the number one spot, with 27 percent of the market in 2004. Among GSM handset makers, LG has sprung to fourth place in terms of sales in the U.S., less than two years after the company's first U.S. GSM device was launched. Fueled by its robust growth in the CDMA and GSM markets, LG is ranked fourth overall among all handset technologies in terms sales in the U.S. in 2004.

**LG Electronics:** LG Electronics MobileComm is the North American mobile handset division of LG Electronics. LG Electronics is a world leader in the development and manufacture of cutting-edge personal communications equipment that includes a line of award-winning mobile handsets. The company develops infrastructure, handset and wireless local loop products that utilize CDMA technology. LGE employs more than 64,000 people worldwide, with revenues of \$29.9 billion.

**LG Group:** The LG Group is ranked as the 15<sup>th</sup> largest company in the world, with approximately 150,000 employees and gross revenue of approximately \$97 billion.

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