



FÉDÉRATION INTERNATIONALE DE SKI
INTERNATIONAL SKI FEDERATION
INTERNATIONALER SKI VERBAND



CH-3653 Oberhofen (Switzerland), Tel. +41 (33) 244 61 61, Fax +41 (33) 244 61 71 www.fis-ski.com

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO

LG Electronics renews sponsorship of LG FIS Snowboard World Cup

After two years as title sponsor of the LG Snowboard FIS World Cup, LG Electronics reconfirms its support for the 2010/2011 season

Seoul, Korea / Oberhofen, Switzerland, 4th March 2010 – Today LG Electronics (LG), a global leader and technology innovator in consumer electronics, and the International Ski Federation (FIS) announced that LG will renew its title sponsorship of the FIS Snowboard World Cup for the 2010/2011 season.

As one of the biggest winter sports competitions in the world, the LG FIS Snowboard World Cup 2010/2011 competitions will take place across some 20 cities in more than 15 countries between September 2010 and March 2011. Broadcasters in more than 80 countries will cover the LG FIS Snowboard World Cup and the LG logo will appear on athletes' uniforms, outdoor billboards and special product experience booths.

One of the key highlights of the LG Snowboard FIS World Cup season are the Big Air events that take place in the heart of some of the world's premier cities including London, UK, Seoul, Korea, Stockholm, Sweden, Barcelona, Spain and Quebec City, Canada. Organizers will build a large ramp similar to a ski slope for events in each city as competitors fly off the ramp performing aerial tricks. A number of other events including concerts and LG promotional events will take place around the Big Air events.

"LG Electronics has had two very successful seasons as the title sponsor of the LG Snowboard FIS World Cup and we're excited to extend the sponsorship for another season," said Andrew Barrett, Vice President of Marketing and Global Sponsorship. "LG has created strong activations to support World Cup events including Big Air. I was particularly proud to bring Big Air to South Korea where it helped profile Korea as a winter sports destination to the world and supports South Korea's bid to bring the 2018 Winter Games to PyeongChang. As a Canadian, I was personally pleased to host two World Cup events in Canada in 2010 leading up to the Games in Vancouver. I'm thoroughly looking forward to another successful season in 2010/2011."

Gian Franco Kasper, FIS President said, "FIS is very pleased to continue the excellent partnership with LG Electronics as the title sponsor for the global FIS Snowboard World Cup series. It is a real pleasure to work with such an engaged sponsor that keeps showing and

growing its commitment to the sport from year to year. We look forward to further developing this relationship during next season.”

The annual FIS Snowboard World Cup was first held in the 1994-1995 season and has evolved to cover all aspects of this spectacular sport. From breathtaking freestyle performances on the half-pipe to thrilling rider-on-rider battles in snowboard cross, the FIS Snowboard World Cup has it all. The World Cup titles and coveted crystal globes are awarded to the athletes with the highest rankings in four categories - big air, half-pipe, snowboard cross and parallel – as well as in the overall standings.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world’s leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1™ and A Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lge.com.

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About FIS

Founded in 1924 during the first Olympic Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and snowboarding and directs the development of all ski and snowboarding activities world-wide. It administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. With the help of its 110 member nations (one currently suspended), FIS stages more than 6’000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing and snowboarding in the interest of all and promotes play in the snow as a healthy leisure activity for children and the youth. For more information, please visit www.fis-ski.com .

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For more information, contact

Niklas Carlsson, FIS Marketing and Sponsorship Manager, + 41 79 682 2042 or carlsson@fis-ski.com; or

Marcel Looze, FIS Race Director Snowboard, + 41 79 646 57 50 or looze@fis-ski.com

Ken Hong, LG Electronics PR Korea, + 82 23 777 3626 or Ken.hong@lge.com