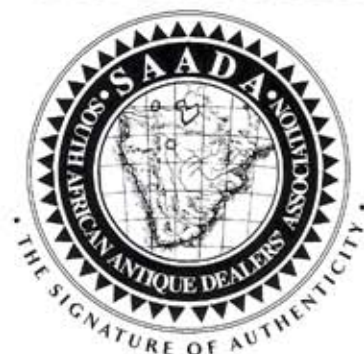


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LG Dominates Global Air Conditioner Market for 7th Consecutive Year

For the seventh consecutive year, global and regional digital leader **LG Electronics** has maintained its number one position in the global air conditioning market.

2006 was the third consecutive year that LG shipped in excess of 10 million units worldwide. According to a Japanese market research company, Fuji-Keizai Co. Ltd., 62,97 million air conditioning units were sold worldwide in 2006, with LG responsible for 19,5 per cent or 12,28 million units.

"In 2006, LG was deeply committed to innovation in all areas, ranging from sales and R&D to marketing strategies," said Ken Jeong, aircon product manager of LG Electronics South Africa. "Through this we sold more than 10 million units worldwide and retained our number one position in terms of global market share, a position we have held for the last seven years."

Jeong adds: "We will continue to develop new products to enhance our global marketing activities, and cement our status as a leading digital home appliance company worldwide".

This year, LG plans to expand its overseas production rate to 60 per cent, with a production target of 16 million units. The company's overseas production rate in 2006 was 55 per cent, accounting for 14,80 million units.

LG operates six R&D centres for system air conditioners worldwide – Korea, North America, China, Asia, Europe and the CIS – and will continue to expand its R&D efforts through 2010. It will also exert more efforts in global marketing for its system air-conditioners, creating a complete business offering in overseas markets, from product development and manufacturing, to sales and service.

Ken Jeong concludes, "Innovation coupled with pricing advantage, is what keeps LG ahead of the competition. We will continue to maintain this position through technological development and quality customer service".

A lie would make no sense,
unless the truth were felt to be dangerous.

Carl Jung