



FOR IMMEDIATE RELEASE

LG Display Unveils Sunlight Illuminated LCD for Outdoor Use

*Company's 14.1" Sunlight Illuminated LCD Reduces
Power Consumption by 75% When Outdoors*

Seoul, Korea (Dec. 22, 2008) – LG Display Co., Ltd. [NYSE: LPL, KRX: 034220], a leading innovator of thin-film transistor liquid crystal display (TFT-LCD) technology, announced today that it has developed a 14.1 inch LCD panel for notebook PC that is illuminated by sunlight instead of the backlight unit when used outdoors. The company's new, sunlight illuminated, energy efficient LCD panel will debut at the upcoming Consumer Electronics Show (CES) 2009.

Leveraging LG Display's "Backlight Data Signal Switching Technology", the use of selective reflection plates in existing backlight panels enables the switch from reflective mode in a high luminance setting (sunlight) to transmissive mode in a low luminance setting (indoors and at night). This is the first LCD panel to allow users to easily switch from backlight use (transmissive mode) to outdoor reflective mode with the touch of a button.

The display's outdoor energy consumption falls to one fourth the level of indoor energy consumption, providing a significant increase in battery life. While Backlight units in conventional notebooks can account for more than 75 percent of the total energy consumption used in LCD panels for notebooks.

In addition, this new product resolves visibility issues with a contrast ratio exceeding 9:1 when used outdoors in reflective mode. The display's contrast ratio ranges from just 2:1 to 3:1 for conventional notebook PCs when used outdoors, implying difficulty in viewing the screen.

Mr. In-Byeong Kang, LG Display's Vice President and Head of LCD Laboratory, noted, "Our environmentally friendly, 14.1 inch LCD for notebook PC overcomes the challenges of extending battery life in use of notebook PCs outdoors where isn't likely to be power outlets, while providing superior outdoor visibility."

During CES 2009, LG Display will showcase its new 14.1 inch sunlight illuminated LCD for notebook PCs, as well as its newest cutting-edge display technologies featuring improved motion picture response time (MPRT), eco-friendly displays and more in a private room at the Bellagio Hotel.

Media interested in seeing LG Display's complete product portfolio first hand should contact Stacey Voorhees-Harmon via e-mail at stacey@savvypublicrelations.net to schedule a meeting.

What is a 'Backlight Unit'?

As one of the key components, a backlight unit is an illumination source used in LCDs. It is usually made up of several fluorescent lamps, a light guide reflectors, and brightness enhancing films.

About LG Display

LG Display Co., Ltd. [NYSE: LPL, KRX: 034220] is a leading manufacturer and supplier of thin-film transistor liquid crystal display (TFT-LCD) panels, OLEDs and flexible displays. The company provides TFT-LCD panels in a wide range of sizes and specifications for use in TVs, monitors, notebook PCs, and various applications. LG Display currently operates seven fabrication facilities and five back-end assembly facilities in Korea, China and Poland. The company has a total of 22,000 employees operating in ten countries around the world. Please visit <http://www.lgdisplay.com> for more information.

Forward-Looking Statement Disclaimer

This press release contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore you should not place undue reliance on them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events. Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Additional information as to factors that may cause actual results to differ materially from our forward-looking statements can be found in our filings with the United States Securities and Exchange Commission.

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