



November 6, 2009

By email: expartecommunications@hq.doe.gov

Daniel Cohen, Esq.
Assistant General Counsel for Legislation and Regulatory Law
Office of the General Counsel
U.S. Department of Energy
1000 Independence Avenue, SW
Washington, DC 2058500121

Re: **Ex Parte Memorandum**

Dear Mr. Cohen:

On November 5, 2009, the undersigned – John I. Taylor, Vice President, Government Relations and Communications, LG Electronics USA, Inc. – and Richard Wingate, Vice President and General Counsel, LG Electronics North America, met with Deputy Assistant Secretary Kathleen Hogan, Michael McCabe, Joseph Hagerman, Senior Technical Advisor, all of the Department's Energy Efficiency and Renewable Energy Division; and Stephanie Weiner, Special Assistant, Office of the General Counsel.

The purpose of the meeting was to introduce LG Electronics to senior DOE staff and discuss LG's commitment to developing industry-leading approaches to enhancing energy efficiency and verification for consumer appliances. LG also discussed the rulemaking on refrigerator-freezer energy standards and related test procedures scheduled to be completed in 2011 and to go into effect in 2014. The company reiterated its strong commitment to work with DOE as a cooperative stakeholder on these new standards and test procedures, including provisions in these new rules for measurement and disclosure of all energy related to automatic icemakers in refrigerator-freezers.

LG Electronics took the opportunity to discuss a number of related matters, including an overview of pertinent 2010 product plans, with particular emphasis on energy-saving technologies. The company also updated the DOE staff on its successful refrigerator energy-efficiency upgrade program launched a year ago.

We expressed LG's strong support for the concept of third-party testing of appliances and explained LG's recently announced program with UL Environment to verify energy consumption claims, which we believe will build further consumer and retailer confidence in the Energy Star program. (Press release attached.) We also discussed the

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voluntary third-party testing program being considered by the Association for Home Appliance Manufacturers as well as the DOE's own testing and verification plans.

We discussed the memorandum of understanding between the DOE and the U.S. Environmental Protection Agency, the timetable for consumer studies regarding the proposed "Super Star" program, and LG's involvement in upcoming Energy Star stakeholder meetings.

The company shared a copy of its just-released 2009 corporate environmental sustainability report and reaffirmed its strong commitment to the Energy Star program.

Finally, LG expressed that it looks forward to continuing to work with DOE staff in the near and long term to help realize our mutual goals in promoting energy efficiency in home appliances and developing the new technologies necessary to do so.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John Taylor". The signature is fluid and cursive, with the first name "John" being more prominent than the last name "Taylor".

John I. Taylor
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cc: Kathleen Hogan
Michael McCabe
Joseph Hagerman
Stephanie Weiner

FOR RELEASE: 9 A.M. EDT, OCT. 28, 2009

**LG ELECTRONICS, UL ENVIRONMENT
VALIDATE ENERGY AND WATER SAVINGS CLAIMS**

*LG First to Complete Environmental Claims Validation Program
with UL Environment for Home Appliances and Consumer Electronics*

NORTHBROOK, Ill. Oct. 28, 2009 – LG Electronics USA, Inc. and UL Environment, Inc. today announced that LG Electronics is the first consumer electronics and appliance manufacturer to have products assessed via the UL Environmental Claims Validation[™] program.

This groundbreaking new program is designed to provide companies with a new source for independent, third-party green claims validation. Underwriters Laboratories, a world leader in product safety testing services, launched UL Environment, a wholly-owned subsidiary aimed at providing guidance and clarity of environmental claims to both the consumer and manufacturer.

UL Environment has validated claims for LG's award-winning SteamWasher[™] WM3001HWA and popular 47LH90 LCD TV by performing a variety of laboratory tests. UL Environment purchased LG products from U.S. retailers prior to testing. The SteamWasher was evaluated based on energy and water savings, while the LCD TV was tested for overall energy consumption – both in on mode power and standby modes.

Testing results found that the LG SteamWasher uses a minimum of 50 percent less water and energy than Energy Star[®] requirements effective July 1, 2009 and exceeds 2011 requirements for energy consumption by at least 35 percent and water consumption by at least 40 percent. The LG LCD TV uses a minimum of 70 percent less energy than required by Energy Star 3.0 requirements in standby mode, while using a minimum of 40 percent less energy in the on-mode than Energy Star 3.0 requirements.

“Using this comprehensive UL Environment third-party testing program to validate environmental claims such as energy and water efficiency will instill further confidence in our products’ performance and will help maintain consumers’ confidence in voluntary programs such as Energy Star,” said Teddy Hwang, President of LG Electronics USA.

LG intends to expand its participation in the UL Environment program to cover other product lines, from refrigerator-freezers and dish washers to plasma HDTVs and Blu-ray Disc players.

Steve Wenc, President of UL Environment added, “By applying solid science and more than a century of testing expertise, UL Environment’s validation program brings a new level of confidence to consumers to make informed purchase decisions when shopping for energy efficient products. We commend LG’s leading role as the first appliance and consumer electronics manufacturer to participate in this consumer program.”

UL Environment applies a rigorous, independent testing process to the testing of environmental claims and allows manufacturers that successfully pass the tests to apply the UL Environment service logo on product packaging and marketing materials. This not only protects consumers, institutions and businesses, it also reinforces the credibility of companies that produce products with substantiated environmental claims. Validation also helps companies differentiate themselves in the increasingly crowded “green” product space.

“LG’s focus on environmental issues has resulted in a global environmental vision,” Hwang said, “Across our broad product portfolio, we have incorporated eco-design strategies to reduce the environmental impact of a product's development, production, and circulation, along with reduced use of hazardous materials and enhanced efficiency of resources and recyclability.”

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$45 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances and business solutions, all under LG’s “Life’s Good” marketing theme. For more information, please visit www.LGusa.com.

About UL Environment, Inc.

UL Environment (ULE) is helping support the growth and development of sustainable products and services in the global marketplace through standards development and independent third-party assessment and certification. ULE is a wholly owned subsidiary of Underwriters Laboratories, a global leader in conformity assessment that has been testing products and writing standards for more than a century. ULE currently offers Environmental Claims Validation™ (ECV), a service testing and validating manufacturers' self-declared environmental claims and Sustainable Products Certification™ (SPC), a service testing and certifying products to accepted industry standards for environmental sustainability. ULE is developing additional environmental standards, training and advisory services to support organizations in the sustainable products and services industry. For more information please visit www.ulenvironment.com.

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