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NEWS RELEASE

FOR IMMEDIATE RELEASE

LG INVITES NEW ORLEANIANS TO RECYCLE OLD ELECTRONICS, SAVE ON NEW PURCHASES AS 2012 NCAA® MEN'S FINAL FOUR® APPROACHES

*Instant Savings on Selected ENERGY STAR® Qualified LG TVs at Local Best Buy Stores
for Participants in March 25 eCycling Event at Mercedes-Benz Superdome*

NEW ORLEANS, March 21, 2012 – Saving the planet is enough reason for many people to want to take advantage of this weekend's free electronics recycling event at the Superdome. Now, thanks to LG Electronics USA, an official Corporate Partner of the NCAA, and a special promotion with Best Buy, this opportunity to get rid of old TVs, computers and other electronic equipment is a slam dunk.

In an exciting pregame warm-up to Final Four® week in New Orleans, LG is teaming with Best Buy on a special "Do March Right" promotion exclusively for consumers who participate in the e-cycling event on Sunday.

New Orleans area residents are encouraged to drop off and recycle any brand of electronics products or computers **between 10 a.m. and 4 p.m. Sunday, March 25, in Parking Lot 4 at the Mercedes-Benz Superdome**, where the 2012 NCAA Men's Final Four semifinal and national championship men's basketball games will be played.

Each car that drops off old electronics for free recycling will receive a coupon for \$50-\$150 in instant savings on more than a dozen ENERGY STAR qualified LG flat-panel TVs. The coupons can be redeemed between March 25 and April 7 at local Best Buy locations for instant savings on selected models of LG 42-, 47-, 50- and 55-inch Plasma, LCD and LED HDTVs. Participating stores are: Oakwood Center store #2772, Westbank store #373, Lakeside store #1542, Harahan store #1456, Veterans Blvd. store #572, The Esplanade store #2793, Sliddell store #380, Covington store #612, Hammond store #1388 and Southland Mall store 2848.

Acceptable items for eCycling are:

- Computers – CPUs
- Computer monitors
- Computer peripherals
- Printers
- Fax machines
- Keyboards
- Photocopiers
- Televisions
- VCRs

Stereos
Home and office phones
Cell phones
Consumer electronics
GPS devices
Digital cameras
Telephones and telephone systems
Beepers and pagers

Unacceptable items for eCycling are:

Microwave ovens
Smoke alarms and detectors
Fire alarms and detectors
Thermometers
Dehumidifiers
Large appliances (refrigerators, clothes washers, etc.)
Non-decontaminated medical equipment
Any unit with sludge or liquids

The New Orleans eCycling event, a key sustainability project during NCAA Final Four week, is part of the LG Electronics Recycling Program, which is designed to provide a convenient way for consumers to dispose of their used, unwanted, obsolete or damaged consumer electronics products, consistent with the “Do March Right” theme of LG Electronics USA, an official NCAA Corporate Partner.

The eCycling drop-off location will help make recycling of electronic products easy and convenient. Residents don’t even need to get out of their vehicles. The eCycling crew members will collect all acceptable electronic products from trunks or pickup beds. (Products not acceptable for eCycling will be left in the vehicles.)

By recycling old electronic products, useful materials such as glass, plastic and metal can be re-used in the manufacture of other products. Recycling electronics minimizes the amount of hazardous waste in the landfills and the extraction of new raw materials from the earth. Equally significant, replacing older TVs and computer monitors with new ENERGY STAR[®] qualified models helps consumers save energy and money while saving the planet.

“Responsibly disposing of old TVs and other unwanted consumer electronics products is just good for the environment. We thank Best Buy for supporting the Do March Right eCycling event in New Orleans with incentives for consumers to save energy by upgrading to a more-energy-efficient TV,” said Wayne Park, president and CEO, LG Electronics USA, which collected more than 10 million pounds of electronics for recycling in 2011.

In addition to selecting Best Buy for this exclusive promotion, LG joined forces with Waste Management Recycle America and the New Orleans Local Organizing Committee for the 2012 NCAA Men’s Final Four to offer the special eCycling drop-off event.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells stylish, innovative home entertainment (consumer electronics) products, home appliances, mobile phones and air conditioning and energy solutions under LG's "Life's Good" marketing theme. LG is a

proud partner of the NCAA® and 2012 ENERGY STAR Partner of the Year. For more information, please visit www.lg.com.

About Waste Management

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more visit www.wm.com or www.thinkgreen.com.

WM Recycle America is a subsidiary of Waste Management and is the largest residential recycler in North America. WM Recycle America's business lines include processing many types of consumer-generated recyclables and finding the best markets for the recyclable commodities produced. In its capacity of providing processing and marketing services, WM Recycle America offers a wide variety of recycling options for municipal, manufacturing, commercial and residential customers.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.NCAA.org and www.NCAA.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions — AT&T, Capital One and Coca-Cola —and the following elite companies as official Corporate Partners—Allstate, Enterprise, The Hartford, Infiniti, LG Electronics USA, Lowe's, Planters, Reese's, Unilever and UPS.

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