



LG ELECTRONICS USA, WASTE MANAGEMENT OF MISSOURI TO HOST FREE ELECTRONICS RECYCLING EVENT

*Partnering with Independence Center,
Event Encourages Responsible Recycling*

INDEPENDENCE, MO, Oct. 11, 2010 – To encourage consumers to recycle electronic devices in an environmentally sound manner, LG Electronics USA and Waste Management Recycle America are asking residents to take action and recycle their used devices at no charge at the **Independence Center** from **10 a.m. – 2 p.m. on Saturday, Oct. 16, 2010**. Attendees should enter Independence Center located off of Interstate 70 and Missouri Highway 291 at 2035 Independence Center Drive.

The event is part of the LG Electronics Recycling Program, which is designed to provide consumers with a convenient way to dispose of their used, unwanted, obsolete or damaged consumer electronic products. This program encourages consumers to responsibly recycle unused and outdated electronics products.

Timothy McGrady, the Senior Environmental Manager for LG Electronics USA, Inc. said, “LG Electronics is taking a proactive approach to helping consumers responsibly dispose of end-of-life electronics by offering this free collection and recycling program to Jackson County-area residents. At events like this one in Independence, we encourage consumers to dispose of unwanted electronics in an environmentally responsible manner. This is a cornerstone of LG’s larger global sustainability initiative that also focuses on energy conservation, reduction of hazardous substances and responsible product designs. Life’s good when it’s green,” he said.

According to the U.S. Environmental Protection Agency, 82 percent of the 2.25 million tons of old TVs, cell phones and computer products generated in the last two years ended up in landfills. By recycling old electronic products, useful materials – such as glass, plastic and metals – can be collected and re-used to manufacture other products.

Typically, residents would need to pay for their electronics to be properly collected and recycled, but as part of their ongoing efforts to help promote safe e-waste recycling, LG Electronics and Waste Management will be accepting any brand of electronics at this event for free.

In addition, the companies are committed to collecting and processing these items in an environmentally sound manner.

The electronic materials received by LG will be processed at Waste Management facilities that are ISO 14001 and 9001 certified. In addition, Waste Management Recycle America is a signatory to the Basel Action Network’s Manufacturers’ Commitment to Responsible E-Waste Recycling as well as to the Responsible Recycling (R2) program. These actions signify the company’s agreement to conduct their electronics recycling programs transparently and in accord with rigorous environmental and worker safety standards, and to adhere to measures that prevent the export of hazardous e-waste to developing countries.

“People are seeking services to help them recycle electronic waste responsibly and economically,” said Chad Miller, Senior Project Manager for Waste Management Recycle America. “We hope to collect as much recyclable material as possible through this free event. It is our way of demonstrating a shared commitment with the community, by providing outstanding customer service and environmental stewardship.”

For more information about the LG Electronics Recycling Program, please visit:

<http://www.lgrecyclingprogram.com/>

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in home appliances, consumer electronics and mobile communications. In the United States, LG Electronics sells a wide range of stylish, innovative digital appliances, consumer electronics (digital display and digital media) products and mobile phones under LG's "Life's Good" marketing theme. For more information, please visit: www.lg.com.

About Waste Management and WM Recycle America, L.L.C.

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. Waste Management is the largest residential recycler in North America. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management 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. WM Recycle America eCycling Services operates a national network of e-waste processing centers, including Minnesota's only ISO9001 and 14001 Certified electronics processing facility. More information can be found at www.recycleamerica.com.

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