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FOR NEWS RELEASE

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PRESS RELEASE

KDDI America makes agreement with Sprint™ to sell Sprint ID-based Phones, with its first model LG Optimus S™ scheduled to Launch in August

NEW YORK, NY July 12, 2011 – KDDI America, Inc., a subsidiary of Japan’s second largest carrier KDDI Inc., agreed to expand its product line on cell phones with Sprint Nextel, Inc.*¹ last month. This new agreement enables KDDI America to offer Sprint ID-based Sprint™ devices on its mobile virtual network operator (MVNO) service platform. Previously, KDDI America was not certified to sell Sprint-branded devices with Sprint-retail-based firmware. With the new contract, KDDI America can now offer a wider range of devices on its mobile services, catering to multiple markets in the USA.

The first of its kind to be launched by KDDI America is *LG Optimus S™*, which will be available to its customers next month from “KDDI Mobile”. LG Optimus S™ is a model within the globally popular Optimus One series by LG Electronics*², and will be available in two colors: charcoal grey and purple. Optimus One series sold one million devices in the first 40 days after its launch in October 2010, setting the highest sales record in the history of LG Electronics. Optimus One series are available in North America*³, Asia and Europe. The reason for its worldwide popularity lies in LG’s success in meeting affordable pricing with high performance.

All Sprint ID-based smartphones, including LG Optimus S™, are equipped with *Sprint ID*, a platform portal which enables users to download a set of applications, wallpapers and ringtones with one click. Users select and download “ID packs” of their choice for easy customization and setup. KDDI America will provide its own ID pack that will make it easy for its non-English native customers to start their new life upon arrival in the USA.

In addition, LG Optimus S™ is the first device by KDDI America that supports mobile hotspot. Users will be able to use mobile hotspot by subscribing to an optional service, which will be available in a few months.

Specific pricing and additional features of this device will be made available in the coming weeks.

KDDI America, Inc.

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*1 Although Sprint provides KDDI Mobile subscribers access to its wireless network and to its wireless services, KDDI Mobile is responsible to the KDDI Mobile subscribers for the service. Please call KDDI Mobile with any questions or comments about services.

*2 LG Electronics, Inc. announced that worldwide sales of its Optimus One smartphone have hit one million units just 40 days after the phone’s initial launch.

http://www.lgnewsroom.com/newsroom/mini_sub.php?category=6&product_code=23&product_type=1&post_index=647

*3 LG Optimus One series are also known as Optimus S (Sprint) and Optimus T (T-mobile) with Vortex™ (Verizon), which are launched in 2010. KDDI America’s model “LG Optimus S” will be the same as Sprint’s version.

*Sprint is a trademark of Sprint Nextel. LG, Optimus S, and Optimus S logo are trademarks of LG Electronics, Inc. Android is a trademark of Google Inc. Other trademarks and trade names are those of their respective owners. All features and product specifications are subject to change. Screen shots are simulated and subject to change.

LG Optimus S™ Specifications



LG optimus^S™

Specifications (As of 2011/07/12)	
Product Name	LG Optimus S™
Operating system	Android™ OS 2.2
Modes	CDMA 800 / 1900
Processor	600MHz Qualcomm MSM 7627
Memory	140 MB (Internal memory available to user for storage)
Display	(Size) 3.2 in, (Resolution) 320 x 480 pixel
Dimensions	107 mm (4.23 in) x 58 mm (2.28 in) x 12 mm (0.47 in)
Weight	115g (4.06 oz)
Talk time	Up to 5.0 hours (300 minutes)
Camera	3.2 Megapixel with Auto-focus
Input Method	Touch Screen, Software Keyboard, Swype, Voice Input

*Specifications are subject to change. *Software update to OS 2.3 is planned after its launch.