

Media Release

Dr. Peter P. Knobel, Inc.: media representative of LG Electronics in Switzerland

Zug, January 13, 2009 – As of immediately Dr. Peter P. Knobel, Inc., is in charge of comprehensive media and public relations on behalf of LG Electronics in Switzerland. The global leader and technology innovator in consumer electronics, home appliances, and mobile enhances its media presence in Switzerland. Dr. Peter P. Knobel AG will be in charge of all five business units (Home Entertainment, Home Appliance, Air Conditioning, Business Solutions, Mobile Communications), while the focus will be on mobile communications and home entertainment. The agency's client is LG Electronics Austria GmbH, in charge of marketing in Switzerland, Austria, and Slovenia.

"The product portfolio of LG Electronics represents state-of-the-art technology, and is of style that lasts. We are proud to service the Swiss media with news from the global player in its field", tells Thomas Hegglin, managing director of Dr. Peter P. Knobel, Inc.

For further information, please turn to Thomas Hegglin, phone +41 41 768 99 46 or E-mail:

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Dr. Peter P. Knobel, Inc., established 1987, is one of the leading PR consultancies in Switzerland, representing global corporations and brands. The PR agency acts as Exclusive Swiss Associate of Hill & Knowlton, one of the world's major PR agency groups with over 70 subsidiaries in some 40 countries on all continents. Its core competences are corporate communications, marketing communications, financial relations, and public affairs.