



FOR IMMEDIATE RELEASE:

BRAZILIAN BEAUTY HOLDS HER OWN WITH THE MEN OF INLINE VERT

Professional inline skater Fabiola da Silva to compete in men's event at World Championships of Action Sports in Dallas

DALLAS (Sept. 28, 2006) – When the most decorated superstars of inline skating strap on their blades for the title of World Champion at the LG Action Sports World Championships at Dallas' Reunion Arena from October 27-29, Fabiola da Silva will be right there with them ... as she always is.

The Sao Paulo, Brazil native stands just 5-foot-2, but her small stature hasn't stopped her from challenging the male circuit and dominating her female counterparts.

"When she's on the ramp, I don't really see Fabiola as a girl. I see her as a great inline skater who's constantly pushing the limits of our sport," said Marc Englehart, the top-ranked American inline skater. "She's a great role model for girls, as well as boys, coming up in inline skating."

Da Silva began skating in 1994. Within two years she had broken into the competitive scene and soon began piling up titles. After surpassing even the highest expectations among female inline skating (tallying seven X Games gold medals) and becoming the only female member of Team Rollerblade, Da Silva ventured into the men's competition and hasn't looked back.

"Competing with the guys was not a way for me to prove myself, but a way to push myself," Da Silva said. "It's the best way for me to keep improving and elevating in vert skating. But even though I compete with men, I still find time to be a girl."

Chronicling her rise to success in the men's arena, Da Silva starred in "Slammin," a Warner Brothers film about a young Brazilian girl who struggles to make it in the male-dominated world of aggressive skating while maintaining her femininity. Though not a biography of Da Silva or her specific skating history, the film parallels many of her perspectives about Brazil, inline skating and her dreams of competing against men.

In addition to Da Silva, athletes from 23 countries will compete at the event in October, including a host of X Games and World Champions. Some of the industry's superstars expected to participate include Dave Mirra (USA), Bucky Lasek (USA), Bob Burnquist (BRA), Ryan Nyquist (USA), Jamie Bestwick (UK), Sandro Dias (BRA), Pierre Luc Gagnon (CAN), Andy MacDonald (USA), Rune Glifberg (DEN), Simon Tabron (UK), Ryan Guettler (AUS), Kevin Robinson (USA), Chad Kagy (USA), Taig Khris (FRA), Takeshi Yasutoko (JAP), Shane Yost (TAS) and Tobias Wicke (GER).

Advance tickets cost just \$15 per session (all general admission) with discounts for multiple session tickets. Tickets are available at all Ticketmaster (214-373-8000) outlets and at the American Airlines Center box office (214-665-4797). Tickets will also be available at Reunion Arena box office on the days of the event.

Session times are:

Session 1 - Friday, Oct. 27 7:00 pm (doors open at 6:00 pm)
Session 2 - Saturday, Oct. 28 2:00 pm (doors open at 1:00 pm)
Session 3 - Saturday, Oct. 28 7:30 pm (doors open at 6:30 pm)
Session 4 - Sunday, Oct. 29 1:00 pm (doors open at 12:00 pm)
Session 5 - Sunday, Oct. 29 6:00 pm (doors open at 5:00 pm)

In addition to the high-flying action, ticket holders will be treated to concerts during each session. Five top-name bands are scheduled to perform live, including "A-list" recording artist, DEFTONES, who will headline the main stage on Friday night.

Other weekend entertainment includes freestyle motocross exhibitions, video games, a technology center, Internet stations, pro autograph signings and an urban culture zone called *The Yard* that contains graffiti art, DJ's and break-dancing competitions. The LG Action Sports World Championships will also play host to amateur competition in skateboarding, with the top finishers qualifying for the 2007 pro circuit.

A coordinated effort between ASA Events and LG Mobile Phones, the event's title sponsor, the LG Action Sports World Championships is only a small part of LG's global commitment to the action sports industry. LG Mobile Phones currently supports global action sports events in nine countries as well as a team of 10 elite action sports pros.

About ASA Events

A leader in the action sports industry since 1994, ASA Events, headquartered in Marina del Rey, CA, is the largest action sports event and television production company in the world. In 2006, ASA Events will execute more than 200 events in several countries that feature skateboarding, freestyle BMX, inline skating, freestyle motocross, freeskiing and live music. ASA Events-owned properties range from large-scale contests like the LG Action Sports Championships and the Action Sports World Tour, to a variety of smaller competitions, grassroots demonstrations, exhibitions and mobile tours. ASA Events also produces more than 100 network television programs each year for 22 networks around the world. As one of the longest-running and most pervasive organizations in action sports, ASA Events is involved with all aspects of the industry and can offer insight into the trends, athletes and developments surrounding this booming global phenomenon. For more information visit ASAevents.com.

About LG Electronics

LG Electronics (KSE: 06657.KS) is a global leader in providing cutting-edge, convergent electronics, information and communications products designed to meet the diverse needs of fast-changing consumers. With consolidated sales of US\$37.7 billion and overseas sales of US\$ 32.6 billion (86% of total sales), LG Electronics employs more than 70,000 employees in 76 subsidiaries located in 39 countries and operates four business units including Mobile Communications, Digital Appliance, Digital Display and Digital Media. For more information please visit www.lge.co.uk

LG Electronics Mobile Communications Company is the world's leading manufacturer of WCDMA (UMTS), CDMA and GSM handsets, and the fastest growing manufacturer of mobile phones worldwide. The company provides a total range of wired and wireless solutions, and is rapidly establishing a global presence as it cultivates international market share in 3G handsets.

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