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FOR IMMEDIATE RELEASE

**VOICE -ACTIVATED APPLIANCES BY DAEWOO ELECTRONICS DRAW
ATTENTION AT INTERNATIONAL HOUSEWARE SHOW**

CHICAGO, IL (March 12, 2006) – An innovative line of voice-activated household appliances such as countertop microwave ovens and washing machines from Daewoo Electronics are being showcased at this year's International Home & Housewares Show in Chicago. Daewoo Electronics has added to the excitement by allowing attendees a chance to interact with some of the appliances on display that use voice recognition technology. Live demonstrations of the voice activated appliances will be presented once every hour for the duration of the three-day show.

In an attempt to differentiate themselves from the host of suppliers, Daewoo has incorporated voice recognition technology into their microwave ovens and washing machines. Daewoo worked with Sensory Inc, a world leader in embedded speech technology, to develop the unique products that are being displayed. The Sunnyvale, CA based company provided an inexpensive IC solution for the advanced speech recognition technology that was integrated into the embedded consumer appliances.

The demonstration clearly shows that performing daily chores is much easier using the voice-activated appliances. The process consists of stating simple commands to the appliance, which are then repeated as confirmation, and then executed. The company's latest R&D efforts are a testament to its goal of creating value added products that offer convenience without the hefty price tag attached to it. The company's vision is that all Daewoo products, ranging from HDTV's to household appliances will all one day be operated by the sound of the owners' voice. "We, at Daewoo, are committed in creating a stress-free lifestyle for our customers by offering convenient and enjoyable products for the entire home. Convenience should not cost a premium; therefore, our high quality products will be available at affordable prices for all families to enjoy" said Daewoo Electronics America Appliance Senior General Manager, David Kim.

DAEWOO ELECTRONICS

Daewoo Electronics established itself in the North American market with the opening of its New Jersey sales office in 1983. Its New Jersey research and development facility is world-renowned for creating next-generation consumer electronics & appliance products. Daewoo Electronics America, Inc.'s president and chief executive officer, W.S. Kim presides over what is presently the parent company's largest subsidiary. Its extensive U.S. dealer network includes Target, Wal-Mart, Sears, Circuit City, and Costco on the national level. Regionally, Daewoo Electronics products can be found at Rex Stores, ABC Warehouse, HH Gregg, BrandsMart, Fry's Electronics, Menards, RC Willey, Nebraska Furniture Mart, ABC Warehouse, etc.

Daewoo Electronics manufactures and markets a full line of household appliances, including microwave ovens, refrigerators, washing machines and air conditioners. The company's full line of current and future products, including forward-thinking concept designs that point the way to the future of home appliances will be on display at booth L12127 located in the Lakeside Center of McCormick Place.

For further information on the company and its high-performance, value-priced product lines, log onto www.e-daewoo.com.

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