

By: February 2009, Communications News Editor

## [Yahoo! Brings Go for Mobile 2.0 onto LG Phones](#)

*Several services will be included on the Korean manufacturer's handsets*

LG Electronics and Yahoo! have announced a new strategic global partnership according to which Yahoo!'s industry leading services will be distributed on tens of millions of [LG](#) mobile phones in more than 70 countries worldwide. Starting later this year, many of LG's mobile phones will come pre-loaded with Yahoo! Services including Yahoo!Go for Mobile 2.0, Yahoo! Mail and Yahoo! Messenger. Yahoo! has also recently launched oneSearch, an entirely new search experience that will give consumers instant answers on their mobile device and will also be available on [LG](#) phones. "Building on our efforts to set new standards for wireless handsets, we are excited to partner with Yahoo! to offer extra value to consumers with enhanced mobile Internet experiences," said Paul Bae, Vice President of Product Planning Team, LG Electronics Mobile Communications Company. "Our leading mobile devices, combined with innovative Yahoo! services, will provide consumers with easy access to their favorite Internet services and make it easy for them to stay connected to what's important to them on the go." "Yahoo! is partnering with the leading companies in the mobile industry to bring our innovative services to consumers' fingertips around the world," said Marco Boerries, senior vice president of Connected Life, Yahoo!. "By bringing our exciting services such as Yahoo! Go 2.0 to LG's mobile devices, we can give tens of millions of consumers the powerful and entertaining mobile Internet experience they want." Through the partnership, the two companies will focus on extending their leadership in the mobile industry by combining LG's stylish and appealing mobile phones with [Yahoo!](#)'s convenient and mobile-optimized services. LG's mobile phones that come with the services will be available through mobile operators and direct distribution channels. The two companies will also explore extending Yahoo!'s services to LG connected consumer electronics devices. Yahoo! Go 2.0 will provide customers with a unique mobile Internet experience, an innovative design and the ability to personalize with content from across the Internet.