



NEWS RELEASE

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SAMSUNG LAUNCHES MOBILE EXPERIENCE TOUR TO SHOWCASE AFFORDABLE PRINTING SOLUTIONS FOR BUSINESS

*RV Embarks on National Tour to Bring Integrated
Samsung IT Experience Directly to Solution Providers and their Customers*

RIDGEFIELD PARK, N.J., March 5, 2009 – Samsung Electronics America, Inc., a subsidiary of Samsung Electronics Corporation, the world's second-largest manufacturer of laser printer engines, announced the launch of The Samsung Mobile Experience Tour 2009, a 30-city U.S. campaign, sponsored by the Samsung Printing Solutions group. The program aims to help drive awareness among solution providers and their enterprise customers of the company's cost-effective printing solutions for business. The centerpiece of the campaign is a customized, 40-foot RV that serves as a mobile showcase for Samsung's printers and other IT products. The tour launched late January in Tampa, Fla. during Super Bowl XLIII 2009.

The Samsung Mobile Experience RV carries seven single-function printers and multifunctional printers that offer the fast, high-quality output, seamless plug-and-play connectivity and user-friendliness businesses desire. These models include the CLX-8380ND, SCX-6555N, CLX-6240FX, SCX-4828FN and SCX-5835FN multifunctional printers, and the CLP-660ND and ML-4050N laser printers.

"Samsung has always been committed to creating technology that makes sense from an operational, design and budget perspective for our business customers. This tour

shows the collective impact that those elements bring to today's office space," said JH Kim, President of Samsung Electronics America's Information Technology Division. "The intimacy of the campaign allows customers to interact with printing solutions to help alleviate the guesswork for IT decision makers, which, in turn, helps Samsung and its solution providers strengthen their relationships within the market. The Samsung Mobile Experience underscores our consistent support for both our end users and solution providers. It gives them a venue where they can productively engage with one another, and receive real-time feedback to help them work smarter and grow their businesses.

Intellinetics is one of the solution providers that will have the opportunity to showcase to customers the benefits of integrating their document management technology within Samsung printers.

"Intellinetics is pleased to work in partnership with Samsung on this campaign, as it not only empowers customers to think in new ways on how to better manage their businesses, but it provides a stage on which providers like us can bring to life our printer solutions," said Matt Chretien, President of Intellinetics. "These types of innovative programs allow us to connect with the market, which in turn helps to position us as a reliable resource for customers' document management needs."

As an incentive, a 46-inch Samsung LCD TV will be awarded in a monthly drawing to select customers who complete an online survey.

For more information on the Samsung Mobile Experience Tour 2009, please contact your local sales representative or E-mail SMET@samsung.com. Interested parties also can visit the tour's Web site at www.samsungmobileexperiencetour.com.

Samsung supports customer satisfaction with multiple service and warranty options. A toll-free technical support line can be accessed by calling 1-800-SAMSUNG – choose option 3 for printers. For more information on Samsung's full line of professional series laser printers and MFPs, call 1-866 SAM4BIZ or visit www.samsung.com/printer.

About Samsung Electronics America Information Technology Division

Samsung's Information Technology Division (ITD) is one of the fastest growing IT companies in the U.S., and is committed to serving the IT needs of consumers ranging from the home user to the Fortune 500 elite, and supports the valued solution providers who serve our customers. Offering innovative solutions and award-winning designs, Samsung ITD presents a complete line of award-winning color- and mono-laser printing solutions, desktop monitors, notebook computers, digital signage solutions and projectors. Based in Ridgefield Park, N.J., ITD is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC). For more information, please visit www.samsung.com or call 1-800-SAMSUNG.

About Samsung Electronics Co. Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

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