

PRESS RELEASE
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**SAMSUNG'S NEW SLIM DLP PROVIDES A THINNER
SOLUTION FOR THE REAR PROJECTION TV
CATEGORY**

*Light, Slender Design Delivers Advantages and Clarity
of a Flat Panel Set in a Nicely-Priced DLP Package*

Denver, CO – Samsung Electronics has raised the bar in delivering the most quality for the consumer dollar with its new **46" Widescreen DLP HDTV with 720p Resolution** model. Featuring a cabinet only 10.6 inches deep and weighing a mere 46.3 pounds, this innovative DLP offers consumers added versatility and convenience in their home. The 46" DLP's flat design makes it perfect for shelf mounts and TV stands, while its width makes it the perfect upgrade for analog tube TVs in existing entertainment centers. The ultra-thin bezel reduces the border, so the only thing seen is the screen. In addition, the vibrant color display, crisp resolution, enhanced features and affordable pricing make this set a new and exciting innovation in the Samsung 2006 DLP line. **Select Samsung DLP models will be on display at the Samsung booth (#357) during CEDIA 2006, September 14-17 at the Colorado Convention Center in Denver.**

"Consumers put a premium on superior image quality and sleek design, and Samsung delivers just that in our Slim DLP model," said **Dan Schinasi, Senior Marketing Manager for Projection TV for Samsung Electronics America**. "We offer our customers the high resolution, large screen sizes and clean, modern styling they are looking for, as well as easy connections with game consoles, cameras and other digital technologies at a price that maximizes value."

Samsung's breakthrough **HL-S4676S 46" DLP HDTV with 720p Resolution** offers 1280 x 720p HD resolution and the SRS® TruSurround™ XT sound system that recreates the full theatre experience at home. The built-in HDTV tuner (ATSC) lets users access digital broadcasts while enjoying digital sound and picture from the dual HDMI (High-Definition Multimedia Interface) connections, which also connects with other digital devices, such as DVD players, creating an optimal sound and picture experience. The HL-S4676S is powered by Samsung's Cinema Smooth™ Light Engine and uses Samsung's next-generation DLP chip and color wheel which delivers a razor sharp image.

Gamers will become totally immersed with the optimized Game Mode, which delivers graphic optimization, dark area enhancements, increased response time, and improved sound capacity for the latest video games on the market. Connect your digital camera and other storage devices through a USB 1.1 to easily display your digital photos in crystal clear resolution on screen. And a PC-input provides an easy connection to a notebook or computer.

The **HL-S4676S 46" DLP HDTV** is available for **\$1,999 MSRP**.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, advanced digital consumer electronics, information systems and home appliance products. The SEA organization oversees the North American operations of Samsung including Samsung Telecommunications America, LP, Samsung Electronics Canada, Inc. and Samsung Electronics Mexico, Inc. Please visit www.samsung.com for more information.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US\$56.7 billion and net income of US\$7.5 billion. Employing approximately 128,000 people in over 90 offices in 51 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. 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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