

**PRESS RELEASE
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**SAMSUNG TAKES HOME THEATER-IN-A-BOX
TO A SLEEK AND SEXY NEW LEVEL**

New 100 Series HTiBs Offer Superb Audio, Elegant Design

Denver, CO - Samsung, an award winning leader in home theater innovation, introduces the 100-series Home Theater-in-a-Box (HTiB) systems. These hearty HTiBs match impressive performance with gorgeous aesthetics and coveted features, such as a high-power subwoofer, multimedia playback, and two exquisite color choices: pearl white or piano black. Samsung gives those who love their new HDTVs an immersive sound experience to accompany the excellent picture. **Select Samsung Home Theater models will be on display at the Samsung booth (#357) during CEDIA 2006, September 14-17 at the Colorado Convention Center in Denver.**

Samsung's newest HTiB systems incorporate an integrated DVD player/receiver and powerful subwoofer-based surround sound system to transform any living or family room into a fully-functioning digital multimedia entertainment center. The progressive scan DVD player supports multimedia files, including DivX, MP3, DVD Audio, WMA, CD-R/RW and DVD-R/RW. Users can also enjoy the HTiB's JPEG playback capabilities, allowing them to share photos burned to CD from digital cameras in their living rooms instead of having to huddle around a monitor. Music aficionados will enjoy the USB host Plug & Play capability, which allows MP3 players to be attached to the system so stored music files can be enjoyed by all in the room.

"Samsung's award-winning designers certainly married both form and function with the new 100 Series HTiB systems," said **Bill Hadam, Director, Digital Audio and Video**,

Samsung Electronics America. “The 100 Series offers not only superb sound and industry-leading features but a gorgeous new design that perfectly complements Samsung’s eye-catching flat-panel televisions.”

HT-Q100 and HT-XQ100

For the digital entertainment devotee who needs to save space, the compact and beautiful **HT-Q100** is the perfect choice. The two-speaker, 2.1-channel system features Samsung’s DNSe Virtual Surround Sound and 300 watts of power. A separate subwoofer allows this compact system to create a big home theater experience in a small space. The **HT-Q100** incorporates Samsung’s USB Plug & Play Host feature USB support, allowing users to listen to MP3 or WMA files stored on their favorite Digital music player through the system. Rounding out the feature set is the HDMI output using Faroudja DCDi up-scaling which allows users to watch their current DVDs in near HD quality.

The **HT-XQ100** has a 5.1 Channel Dolby Digital, Dolby Pro Logic system, trading off the USB Host and HDMI output features for true surround. It also packs 300 watts of power, the system includes a center channel, and rear satellite speakers for that true surround sound experience that makes movies jump off the screen.

The **HT-Q100** has a **\$499 MAP** and the **HT-QX100** has a **\$399 MAP**

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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