

PRESS RELEASE
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SAMSUNG NEW LCD TVS INTEGRATE DESIGN AND TECHNOLOGY TO WIDEN APPEAL

Superior Picture Quality, Game Mode Enhancement, Stylish Design Aimed at Gamers, Décor-Minded Consumers

Denver, CO – Samsung's newest LCD TVs combine the industry's most innovative designs with superior technology enhancements. The high-end 51 and 52 series and entry-level 41 series televisions offer improved image quality elevating flat panel HDTV luxury and affordability to the next level while placing Samsung at the forefront of the digital entertainment expansion. **Samsung LCD models will be on display at the Samsung booth (#357) during CEDIA 2006, September 14-17 at the Colorado Convention Center in Denver.**

"Today's consumers want a television that offers more than just a superb picture; they are also looking for a design that complements their home," said **Ali Atash, Senior Marketing Manager for LCD for Samsung Electronics America**. "Samsung seventh-generation LCD panels exemplify our recognized technical expertise and award-winning design innovation. With styling options for home décor aficionados, game mode enhancements for video game enthusiasts, and MP3 player support for digital music lovers, our line of LCDs are the perfect fit for the flat panel design lifestyle."

51/52 Series

The newest series of LCD panels from Samsung's state-of-the-art Gen 7 plant represent the ultimate synthesis of design and technology. Offering consumers the

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choice of a piano black (51 Series) or a white pearl (52 series) finish, Samsung's luxurious new LCD HDTVs can integrate into any modern home décor. The thin bezel, hidden speaker cabinet design ensures clean lines as well as a sleek, contemporary look. With screen sizes ranging from 19" to 40", Samsung's 51 and 52 Series LCD TVs are guaranteed to draw praise as the centerpiece of any home theater.

The 51 and 52 Series paves the way for maximum enjoyment of today's digital entertainment devices. In 26" and above versions, these LCD TVs support Apple® iPod® players, allowing users to navigate the player's content on-screen with the LCD remote. With gamers specifically in mind, Samsung worked closely with Microsoft engineers to create a special Game Mode that optimizes image quality, sound and response time for realistic video game play.

The 51 and 52 Series HDTVs create a true cinematic HDTV picture with a 170° viewing angle and a 4000:1 dynamic contrast ratio (3000:1 for 23", 700:1 for 19"). The Samsung S-PVA panel (32" and 40") improve performance and off angle viewing. Two HDMI connections (26" and above) make it easy to connect the entire range of digital peripheral devices and the unique "swivel" stand on the 32" and 40" model lets users adjust the viewing angle to suit their needs. The 26", 32" and 40" models feature a built-in ATSC tuner, and the 32" and 40" models also offer side AV inputs for added convenience.

The 40" **LN-S4051D** (piano black) and **LNS4052D** (pearl white) are available at **\$2,799 MSRP**. The 32" **LN-S3251D** (black) and **LN-S3252D** (white) are offered at **\$1,899 MSRP**, and the 26" **LN-S2651D** (black) and **LN-S2652D** (white) at **MSRP \$1,599**. The 23" **LN-S2351W** (black) and **LN-S2352W** (white) are available at **MSRP \$899**, and the **LN-S1951W** (black) and **LN-S1952W** (white) are available at **MSRP \$599**.

41 Series

Samsung's entry-level 41 Series LCD displays make owning a sleek HDTV more affordable than ever. The 26" to 40" screen sizes in the 41 Series TVs feature a built-in

HDTV-ATSC tuner. For smooth, vibrant pictures, these LCD TVs utilize a 10-bit processor and 3000:1 contrast ratio. And for optimal sound and picture reproduction, the dual HDMI inputs offer simultaneous signal transfer of audio and video from digital devices.

The 40" **LN-S4041D** is available at **\$2,599 MSRP**; the 32" **LN-S3241D** at **\$1,699 MSRP**; 26" **LN-S2641D** at **\$1,399 MSRP** and the 23" **LN-S2341D** at **\$799**.

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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