

PRESS RELEASE

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SAMSUNG OFFERS FIRST 7TH GENERATION LINE OF LCD HDTVS

State-of-The-Art 92, 95, and 96 Series LCD HDTVs Set Technology and Style Standards with Outstanding Color Reproduction and Hidden Speaker Design

Denver, CO – Samsung's new 92, 95, and 96 Series LCD HDTVs take LCD HDTV design, technology and enjoyment to the next level, offering consumers a truly unique high definition experience. Available in 52", 46", 40" and 32" screen sizes, the latest additions to Samsung's award-winning LCD HDTV family offer a host of new features for the multi-media consumer in an aesthetically-progressive package that complements any home décor. **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.**

"Samsung is committed to expanding consumers' choices of LCD home theater through technology innovation," said **Dave Das, Senior Marketing Manager for LCD, Samsung Electronics America**. "Utilizing advanced production techniques on our twin Generation 7 LCD fabrication lines Samsung has once again raised the bar for technology achievement with our 2006 LCD models. The new LCD models offer not only phenomenal picture quality, superior design and connectivity, but also provide a high performance, large format LCD solution which discriminating consumers are actively seeking.

Samsung's 92, 95, and 96 Series LCD HDTVs include breakthrough technologies with S-PVA (Super Patterned Vertical Alignment) panel technology to provide a wider viewing angle, wide color gamut CCFL (Cold Cathode Fluorescent Lamp) backlight for a

brighter picture and increased color accuracy, and 1080p resolution for the 95 and 96 series, 40" and above.

A special Game Mode feature reduces lag and provides improved graphics and sound for a truly immersive video gaming experience. A built-in RS232 port in the 92 series allows users to connect Samsung MP3 player models and other portable audio players and navigate music files on-screen via LCD remote control. Samsung's unique DACS (Dual Audio Chamber Speaker) System features dual dedicated acoustic chambers for expanded low-range, and separate mid/high-range speakers, and SRS Tru Surround XT provide the ultimate in cinematic sound.

92 Series

The 92 series offers 46", 40" or 32" screen sizes, all with the same luxurious styling, so consumers can maintain a consistent design balance when placing sets in additional rooms. Samsung's unique design places the speaker at the bottom of the set to create a clean, hidden effect. The LCD models offer 1366 x 768 progressive resolution and a 92% wide color gamut. With a dynamic contrast ratio of 5000:1, the 92 series LCDs display video in rich, vibrant color for a picture that is more realistic and inspiring than ever. A wide 178° H/V viewing angle allows consumers to enjoy the screen with perfect clarity from almost any vantage point. Two HDMI, PC, Composite, S-Video and side AV connections ensure that users can hook up peripheral devices with ease.

The 46" **LN-S4692D** has a **\$3,799 MSRP** while the 40" **LN-S4092D** has an MSRP of **\$3,099**; and the 32" **LN-S3292D** comes in at a **\$1,999 MSRP**. All are currently available.

95 Series

The step-up 95 series adds 1080p capability, allowing the user to enjoy the ultimate in high definition with a resolution of more than two million pixels. The 95 Series features an expanded 6,000:1 dynamic contrast ratio for stunningly deep blacks, and bright, clear whites. The 178 viewing angle provides consumers with a high quality image from almost anywhere in the room.

The 46" **LN-S4695D** (\$4,299 **MSRP**) and the 40" **LN-S4095D** (\$3,499 **MSRP**) are available now.

96 Series

The premium 96 series ups the HDTV ante even further, as 40" and above models are digital cable ready for added flexibility in tuning digital cable signals. The 40", 46", and 52" models feature 1080p resolution for the best available high definition experience. All three models also feature USB 1.1 and IEEE1394 ports for easy connections to PCs, digital cameras, and other digital devices.

The 720p 32" model features the world's first eXtended Wide Color Gamut (XWCG) CCFL backlight, capable of displaying 100% of the NTSC color spectrum. Samsung is the first to bring this LCD technology to the U.S. market, allowing customers to see natural colors never before seen on an LCD TV.

All of the 96 Series HDTVs feature an expanded 6,000:1 dynamic contrast ratio and 178° wide viewing angle panels, ensuring that every seat in the house has a great view.

The 52" **LN-S5296D** (\$5,499 **MSRP**) will be available in September 2006. The 46" **LN-S4696D** (\$4,599 **MSRP**), the 40" **LN-S4096D** (\$3,799 **MSRP**), and the 32" **LN-S3296D** (\$2,299 **MSRP**) are available now.

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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