

PRESS RELEASE
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**NEXT-GENERATION SAMSUNG DLP MODELS OFFER
CONSUMERS DESIGN-FORWARD ELEGANCE**

Slim Design and Superior Image Quality Define Samsung's 2006 Slim Bezel DLPs

Denver, CO – Samsung's core lineup of 720p DLP televisions sets a new standard for form and function for high definition technology with integrated true HD tuners, enhanced digital connectivity and a new attractive slim cabinet bezel design making it the centerpiece of any living room. Focusing on what consumers most want in a DLP®, Samsung focused the development of its 2006 line on luxury, design and value. **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 slim design, and Samsung delivers with our 2006 line of DLP televisions featuring luxury, design and quality," said **Dan Schinasi, Senior Marketing Manager for Projection TV for Samsung Electronics America.** "We offer consumers the high resolution, large screen sizes and clean, modern styling they are looking for, at a price that maximizes value"

Led by the 61" **HL-S6186W**, the 56" **HL-S5686W** and the **HL-S5086W**, the 2006 720p lineup features clean lines, vibrant color display, crisp resolution and enhanced features for easy connections with game consoles, cameras and other digital technologies.

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86 Series

Featuring Samsung's new slim bezel design, the 61" **HL-S6186W**, 56" **HL-S5686W** and the **HL-S5086W** add a glamorous new dimension of style to any home. The 86 Series

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DLPs feature true-HD 1280 x 720 progressive resolution, and a new 5-segment color wheel with Brilliant Color™ algorithm for expanded color reproduction and brightness. With up to 2500:1 contrast ratio the 86 Series DLPs display video in deep, vibrant color. Samsung's Digital Natural Image engine (DNle™) improves the picture by enhancing contrast, detail, white balance and noise reduction. The Cinema Smooth™ Gen 6 Light Engine creates film-like images with no visible pixel structure, more accurate shading, and better low-light detail. Additionally, the built-in HDTV-ATSC tuner meets the industry standard for receiving free over-the-air digital TV broadcasts.

66 Series

The 66 Series DLPs features Samsung's unique "Floating Bezel" design that separates the screen and bezel from its base to create a striking visual effect even when the set is off. The 66 Series offers a built-in ATSC tuner and 10 Watt x 2 audio system for robust sound and is available in two screen sizes; 42" and 46" with each model offering. With Samsung's Cinema Smooth Gen 6 Light Engine and DNle picture enhancements, the 66 Series DLPs display film-like pictures with breathtaking color and precision. With a bright image and up to 2500:1 contrast ratio combine for a rich, natural color display that is vivid and realistic.

All of Samsung's core DLP® models feature the latest digital connectivity enhancements. Gamers will become totally immersed in the latest video games played in Game Mode, which delivers graphic optimization, dark area enhancements, increased response time, and improved sound capacity. Dual HDMI inputs connect with other digital devices, such as DVD players, cable and satellite receivers, allowing simultaneous transmission of audio and video signals over the same wire, creating an optimal sound and picture experience. Connect a USB mass storage drive to the USB 1.1 input to enjoy your MP3 music and your digital photos in crystal clear resolution on screen. And a PC-input provides an easy connection to a notebook or computer.

The 61" **HL-S6186W**, 56" **HL-S5686W** and the 50" **HL-S5086** are all currently available and priced at: **\$2,699 MSRP**, **\$2,199 MSRP** and **\$1,999 MSRP**, respectively.

The 66 Series are also available: 42" **HL-S4266W has an MSRP of \$1499**, while the 46" **HL-S4666W** is offered at **\$1699 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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