

PRESS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: **Jeff Newelt**
MWW Group
Phone: (212) 704-9727
Fax: (212) 704-0917
E-Mail: jnewelt@mww.com

September 14, 2006

**SAMSUNG LED LIGHT SOURCED DLP REAR
PROJECTION HDTV IS THE WORLD'S FIRST**

*Improved Longevity and Increased Color Reproduction
Among 56" Model Features*

Denver, CO – Samsung's LED light sourced DLP rear projection HDTV—the first ever introduced to the world—offers consumers a host of benefits, including significantly improved longevity, increased color gamut reproduction, quicker turn-on time and greater environmental friendliness. **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.**

The **HL-S5679W** operates longer and quieter than previously designed light engine based rear projection TV sets. This model also replaces the current UHP bulb with a high-powered LED light source, called PhlatLight™ that has a single chip DLP® light engine, which doesn't require a color wheel and provides improved longevity. Red, green and blue high-powered LEDs sequentially fire to produce smooth, stable color. The LED light engine also ensures a longer lamp life (20,000 hours without brightness degradation) and a shorter turn-on time (seven seconds). The engine is also mercury-free making it more environmentally friendly.

"The LED Light Sourced DLP RPTV once again demonstrates Samsung's commitment to advancing the boundaries of technology innovation and design excellence," said **Dan Schinasi, Senior Marketing Manager for Projection TV for Samsung Electronics**

America. “With improvements in lamp life, picture stability, turn-on time and now a mercury-free engine, the HL-S5679W launches a new era for DLP HDTVs.”

The LED light sourced DLP RPTV provides natural color, with an improved color gamut versus traditional CRT televisions. Featuring true high definition 1920 x 1080p resolution and Samsung’s Cinema Smooth™ light engine with Texas Instruments™ DLP technology, the HL-S5679W delivers breathtaking on-screen clarity and vividness. Two 1080p HDMI inputs, which are compatible with the latest 1080p source content, provide plug and play connectivity for digital devices, while the Cable Card feature allows the TV to be used without a cable box. And the black glossy finish and integrated ATSC and NTSC tuner ensure that the HL-S5679W will be an elegant addition to any living room. The **HL-S5679W** is shipping in September at a **\$4,199 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

- 3 -

#