

PRESS RELEASE
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**SAMSUNG'S 1080P DLP® HDTV 7TH GENERATION
LIGHT ENGINE MODELS
RAISE BAR FOR LUXURY LARGE SCREEN
TECHNOLOGY**

***New 87 Series DLPs Features Elegant Hidden Speaker Design
With High Resolution and Superior Digital Connectivity***

Denver, CO – Consumers can once again look to Samsung for luxury home theatre technology in its latest line of large screen DLP HDTVs. The company's seventh-generation light engine line of high-end 1080p models feature a sleek new design and Samsung's revolutionary DACS speaker system, at more affordable prices. Samsung's 87 Series makes the luxury home theater experience more affordable and feature-rich than ever, integrated seamlessly into almost any living room with a slim profile and sleek "hidden" speaker design. **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.**

"As a market leader in the high definition television technology, Samsung continues to innovate and expand the horizons of DLP panel technology and design with consumers in mind," said **Dan Schinasi, Senior Marketing Manager for Projection TV for Samsung Electronics America**. "Our new 87 Series DLPs feature outstanding picture quality, superior sound systems and advanced digital connectivity that make it even more attractive for consumers to enjoy all the benefits of a 1080p resolution HDTV. These new DLPs have new features that address the unique needs of the exploding

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video game market and the growing trend toward high definition digital devices, while satisfying consumer desire for form over function.”

The 50" HL-S5687W, 56" HL-S5687W, and the 61" HL-S6187W feature the latest Texas Instruments DLP® chip for Full HD 1920 x 1080p HDTV images. The 1080p DLPs offer the ultimate in picture performance with an ultra-high contrast ratio of 10,000:1 with superb brightness. The Cinema Smooth™ Gen 7 Exclusive Light Engine creates a picture with no visible pixel structure for a captivating, theater-quality experience. Samsung's Digital Natural Image Engine (DNIE™) optimizes the picture from any input signal. The built-in HDTV-ATSC meets the industry standard for receiving free over-the-air digital TV broadcasts.

Samsung's 87 Series DLP models feature the latest digital connectivity enhancements. Gamers will become totally immersed in the latest video games played in Game Mode, which delivers their most sought after features, such as graphic optimization, dark area enhancements, increased response time and improved sound capacity. And the 1080p input capability allows consumers to experience the best possible signal transfer currently available when connecting other high definition peripherals such as BluRay™ and 1080p gaming consoles.. Two HDMI inputs allow high quality connections with HD devices, optimizing sound and picture reproduction through simultaneous transmission of audio and video signals over one wire. Connect your USB mass storage drive to the USB 1.1 input to enjoy your MP3 and digital photos in crystal clear resolution on screen. And a PC-input provides an easy connection to a notebook or computer.

Samsung's breakthrough DACS (Dedicated Acoustic Chamber Speakers) feature dual dedicated acoustic chambers for low-range, separate mid/high-range speakers, and a robust 10 watt x 2 audio system. With their sophisticated glossy black finish, and 61", 56" and 50" screen sizes, the 87 Series DLPs are the perfect complement to even the most stylish home décor.

The 50" **HL-S5087W, (\$2,699 MSRP)**, 56" **HL-S5687W (\$2,999 MSRP)** and 61" **HL-S6187W (\$3,299SRP)** are all currently available.

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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