

PRESS RELEASE

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SAMSUNG ADDS FILTERBRIGHT TECHNOLOGY TO NEW LINE OF PLASMA HDTVS

*63", 50" and 42" Plasma Models Delight the Senses
With Superb Picture Quality and Impressive Aesthetic Design*

Denver, CO – Offering sharper image details and drastically-reduced reflection, Samsung's new family of plasma TVs sets the pace for explosive growth in the high definition plasma market by delivering to consumers an aesthetically-pleasing, high-performance solution for every home. Samsung's patented FilterBright™ technology has allowed the world's fastest-growing consumer electronics brand to offer the ultimate in screen quality and technological innovation while satisfying consumer demand for large screens. **Samsung Plasma models will be on display at the Samsung booth (#357) during CEDIA 2006, September 14-17 at the Colorado Convention Center in Denver.**

FilterBright™ is a powerful anti-reflective film that absorbs external light and transmits internal light, thereby increasing the contrast levels and preventing unwanted reflection. In bright daylight, FilterBright™ creates high contrast with pure black to show clearer image details and generate superb industry-leading dark area representation.

"Samsung is in a unique position to leverage its exclusive FilterBright™ technology with industry-leading color, contrast and brightness, placing us at the cutting edge of HDTV research and development," said **Bill Dickey, Senior Marketing Manager for Plasma Display Panels for Samsung Electronics America**. "Samsung's plasma screens represent the pinnacle of manufacturing and design expertise. This technology

advantage puts Samsung plasmas at the forefront of the flat-panel revolution with superior picture and style in high demand screen sizes to accommodate almost any home environment.”

73 Series

Available in 63”, 50” and 42” models, Samsung’s **73 Series** plasmas incorporate the newest innovations in multi-media convergence technology in an elegant “invisible speaker” cabinet design, and a consumer-friendly swivel stand which allows convenient repositioning for a flexible viewing angle increasing the flexibility of the TV’s possible placement without compromising picture viewing quality.

The 73 series also offers FilterBright Plus™ technology, which is an added step up from the standard FilterBright™ technology. This series offers a double film to reduce reflection and produce a clearer image details.

Two HDMI and component connections offer superior and seamless connectivity with peripheral entertainment devices, such as gaming consoles and DVD players. The 16:9 screen aspect ratio and 175° viewing angle provide users with a true cinematic picture from anywhere in the room, and the ATSC digital cable-ready tuner gives consumers access to the latest HD content without the need to add a set-top box.

The 73 plasma series also offers a 9-in-2 multi-card interface slot located on the side panel, allowing consumers to access digital photos and other information from portable digital storage devices. This impressive feature is compatible with all Secure Digital, Multi-Media Card, Memory Stick, Smart-Media, Extreme Digital, Compact Flash, Micro-Drive, Magicstor and Memory Stick Pro memory cards.

The 50” **HP-S5073** and 42” **HP-S4273** will both be available in **August 2006** at **\$4,199 MSRP** and **\$3,199 MSRP**, respectively. The 63” **HP-S6373** will be available in **September 2006** at **\$7,999 MSRP**.

53 Series

The 53 Series plasmas place Samsung's outstanding picture quality front and center in a TrueWide elegant "invisible speaker" cabinet design. The 16:9 screen aspect ratio, combined with Samsung's detailed color, contrast and brightness provide an unforgettable HD screen experience. With a built-in ATSC/NTSC tuner, PC Input, and two HDMI ports, the 53 Series plasmas let consumers expand their entertainment horizons with convenient connections to HD content sources.

The 50" **HP-S5053** and 42" **HP-S4253** is currently available at **\$3,699 MSRP** and **\$2,699 MSRP**, respectively.

Samsung's plasmas display the future of television with stunning depth and clarity. All of the 2006 plasma TVs feature an impressive 13-bit signal processing power for an astounding 549 billion displayable colors, in addition to high contrast ratio (10,000:1) and brightness (1300-1500 cd/m²). Consumers will enjoy a theatre screen experience, as the 16:9 wide display has an unobtrusively-integrated speaker at the bottom of the unit. With a minimum of four HD connections the fifth-generation plasma models provide convenient connectivity for all of today's digital devices. The latest plasmas also feature auto-pixel shift for burn-in resistance and PC picture-in-picture. And with Samsung's elegant new designs, the 2006 PDPs also double as the showpiece of any room, even when the set is off.

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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