U.S. ARMY ENLISTS SAMSUNG TO SUPPLY LASER PRINTERS OVER A TEN-YEAR PERIOD

IRVINE, Calif. – October , 2006 – Samsung, the world's second largest laser printer manufacturer, has been selected by the U.S. Army to support the military's monochrome laser printing needs.

The choice to incorporate Samsung printers is part of the Army's Desktop and Mobile Computing-2 (ADMC-2) contract, which ensures the technological excellence of the U.S. armed forces while leveraging collective buying power to drive down operational costs. As mandated in the contract, all federal agencies and government contractors are authorized to order all desktops, printers and monitors directly from approved buying sources, including Samsung, at pre-negotiated prices.

The ADMC-2 is a ten year indefinite delivery indefinite quality (IDIQ) contract with a ceiling value of approximately $10 billion. Throughout the specified 10-year period, the contract,has an evaluated quantity of approximately 110,000 laser printing units. In order to keep pace with technological changes over the life of the contract, Samsung will provide for new technologies and refresh its catalog to ensure the highest quality printing products available.

After an in-depth and highly-competitive evaluation process conducted by The Army Small Computer Program (ASCP), the U.S. Army determined that Samsung's monochrome laser printers offer the best specifications for the best value. The ASCP was particularly impressed with the model's impressive duty cycle and built-in automatic duplexing.

"Samsung's monochrome laser printers were specifically tailored to support target markets like the federal government," says Tony Venice, senior solutions product manager, Samsung Electronics Information Technology Division. "This win is a true testament to Samsung's ability to serve this market, and we are proud to help the U.S. Army meet its office printing needs."

The contract has been in effect since October 1, 2006.

About Samsung's Information Technology Division
Samsung's Information Technology Division (ITD), located in Irvine, California, is a division of Samsung Electronics America, Inc. (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC). ITD markets a complete line of award-winning LCD and PDP display products, color and monochrome laser printers, fax machines and multifunction devices for professional, corporate and SOHO users. ITD also markets large-screen plasma displays designed specifically for the professional and commercial markets. 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 120 offices in 57 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. Please visit www.samsung.com for more information.

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