



NEWS RELEASE

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SAMSUNG SHOWCASES ITS AWARD WINNING HOME APPLIANCES AT CES 2009

*Largest Internal Storage French Door Refrigerator and Energy Efficient Front Load Washer
Lead Home Appliance Offerings*

LAS VEGAS, January 7, 2009 – Samsung Electronics America, Inc., a market leader and award-winning innovator in consumer electronics and home appliances, displays its latest award winning home appliance offerings at the 2009 International CES tradeshow. These exciting products include a French Door Refrigerator with 7” LCD Touch Screen and a Front Loading Washer, with a Steam Dryer and the quietest wash at top spin speeds available.. The French Door Refrigerator is a CES Innovations 2009 Design and Engineering Award honoree, and the Front Loading Washer is a recipient of the CES Innovations 2009 Eco-design Award.

“We are honored that CEA has awarded two of our pillar home appliance products with this esteemed industry recognition,” said James Politeski, vice president of Home Appliance sales and marketing at Samsung Electronics America. “As an award-winning home appliance company, Samsung is committed to technology and innovation that can make a big difference in consumers’ lives. Both our French Door Refrigerator and Front Loading Washer attest to this commitment.”

RFG299 French Door Refrigerator

The new RFG299 French Door Refrigerator includes a convenient 7" LCD touch screen above the ice and water dispenser and delivers the industry's largest internal storage at 28.5 cu. ft. in a standard footprint.

Understanding that the kitchen is the true heart of the home, Samsung developed the LCD touch screen to give consumers easy access to calendars, schedules, showcase photos, nutrition facts, and unit conversions, allowing the refrigerator to act as an interactive, digital lifestyle centerpiece.

The RFG299 French Door Refrigerator's larger interior capacity is made possible by high-rate urethane insulation technology, which reduces the refrigerator walls from 2.04 inches to 1.38 inches. This results in an extra 3.5 cubic feet or 14 percent more storage space. Despite the extra internal space, the RFG299's overall physical size remains the same and provides quality cooling without the need for a new kitchen layout.

Along with its breakthrough technical advancements, the RFG299 French Door Refrigerator features smart engineering elements that combine to create an ideal refrigerator solution. For example, the fridge's interior LED lighting is extremely bright and Samsung's EZ-Open™ Handle allows easy opening of freezer doors, eliminating the need to strain. The attractive-styled exterior door handles, hidden hinges and stainless steel finish will also add a touch of high-end taste to any kitchen.

In addition, Samsung has been named by J.D. Power in the 2008 Home Appliance Study as the brand ranked highest in customer satisfaction for Side-by-Side/French Door Refrigerators. Samsung excelled in the areas of performance, ease of use, styling/feel, and operational features. This marked the fourth year in a row that Samsung has received the prestigious customer satisfaction award from J.D. Power for refrigerators.

WF448 Front-Loading Washer

Not to be outdone by its home appliance siblings, the Samsung 448 front-loading washer line is the first to offer an extra large capacity of 4.5 cu. ft., which can result in fewer loads. Utilizing Samsung's VRT™ technology, the front-loading washer line significantly reduces the noise and vibration commonly associated with other front-loading washers, making it the quietest washer at top spin speeds currently available. This allows the washer to be set up and used in more convenient, easily-accessible locations or in compact living areas without being a distraction.

The 448 line also offers a steam cycle available on the front-loading washer along with the option to add steam to conventional cycles, plus select Steam Refresh and Odor Removal in the dryer. There's also gentler fabric care abilities made possible by Diamond Drum, a diamond-shaped washing surface with smaller drain holes, helping to prolong the life of delicate and fragile clothing by reducing fabric snags. The 448 line also features a 1300 RPM maximum spin speed and Samsung's SilverCare™ cycle option, which is an uncompromising solution for washing delicates and colors. The SilverCare™ feature also saves 92 percent on energy when compared to hot water sanitization, resulting in a home appliance that's much more environment-friendly.

Offered in a Stainless Platinum finger print-free true metallic finish and traditional Neat White, the Samsung 448 line is much more than your average collection of home appliances - they are indeed fashion statements.

Both the RFG299 and WF448 are just part of Samsung's entire line of kitchen appliances, which also include ranges, over-the-range microwave ovens, and dishwashers. For more information please visit: www.samsung.com/homeappliances.

Samsung Electronics America's CES press releases, video content and product images are available at www.samsung.com/icespress and our recently launched www.samsung.com/newsroom.

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, digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, digital imaging products, refrigerators and washing machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. Please visit www.samsung.com for more information.

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