



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Laura DiStefano (media inquiries) Brian Bennett (sample requests)
MWW Group MWW Group
Phone: (201) 231-6002 (646) 351-8114
E-Mail: ldistefano@mww.com bbennett@mww.com

SAMSUNG UNVEILS TRUE HAPTIC FEEDBACK AND MUSIC HOT TOUCH KEY IN AWARD-WINNING MP3 PLAYER

The Portable Entertainment Experience is Reinvented with Enhanced User Interactivity

LAS VEGAS, January 7, 2009 – Samsung Electronics America, Inc., a market leader and award-winning innovator in consumer electronics, today unveiled its award-winning widescreen portable multimedia player, the P3. Recognized for its evolutionary EmoTure™ interface with true haptic feedback and forward-thinking design, the P3 was selected as a CES Innovations 2009 Design and Engineering Award honoree. Samsung's new P3 will be on display at Booth #11033 during the International Consumer Electronics Show, which will be held at the Las Vegas Convention Center, January 8 -11, 2009.

"The Samsung P3 makes MP3 multitasking dead simple even for the most demanding consumers. With this player, we've combined easy multimedia playback with a beautiful high-end design you'll want to show off," said Reid Sullivan, vice president of Audio/Video and Digital Imaging Marketing at Samsung Electronics America. "Whether it's the P3's sharp and bright 3-inch touch screen for video and photos or the advanced user interface, consumers will be guaranteed a more personal entertainment experience."

P3 8GB Widescreen Portable Multimedia Player

Boasting an impressive 3-inch WQVGA TFT-LCD touch screen, the P3 allows for widescreen enjoyment of video and photos at a 16:9 aspect ratio without the need for letterboxing. Adding a new level of connectivity between the player and its user, the P3 includes Samsung's upgraded EmoTure™ touch interface with true haptic feedback. With

every command gesture, from swiping a finger across the screen, to switching audio tracks, to holding down a digital button for fast-forwarding video, the P3 reacts with a variety of physical sensations for a more intimate user experience versus other media players. Also, the new Music Hot Touch Key, located just below the touch screen, allows users to instantly access favorite music features and selections without needing to cycle through multiple menus.

To ensure listeners experience the most natural, full-bodied sound possible, the P3 incorporates Samsung's updated DNSe 3.0 sound enhancement technology. With DNSe 3.0 enabled, users can enjoy sound quality that more accurately matches the tone and feel originally intended by the audio producer. With the inclusion of integrated speakers, the P3 lets owners easily share this great sound quality with others.

Even at just 0.39 inches thin, the P3 squeezes a 16:9 widescreen video player, studio-quality audio player, ultra-portable photo album, personal voice recorder, FM radio, and even a portable storage drive into one compact device. The P3 can also be paired with a Bluetooth™ enabled phone, allowing owners to use the built-in microphone to answer calls directly through the player.

Samsung's design ingenuity is paramount in the P3. Its forward-looking craftsmanship centers on a reinforced die-cast metal casing. Available in matte black and matte silver finishes, the player's housing is built to combat the fingerprints and scratching, which typically mar today's portable electronic devices.

The P3 will be available in the first half of 2009 in 4GB, 8GB, 16GB and 32 GB storage capacities.

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, advanced digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, refrigerators and laundry machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. and is the only manufacturer that produces all four major digital television technologies. Please visit www.samsung.com for more information.

#