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FOR IMMEDIATE RELEASE

Samsung Delivers “Life in Every Pixel” With Its Breathtaking Curved OLED TV

*Ushers in the next wave of TV innovation with unparalleled picture quality,
true-to-life color and ultimate contrast*

RIDGEFIELD PARK, N.J. – August 13, 2013 – Demonstrating what is possible when breakthrough technology meets breathtaking design, Samsung Electronics America, Inc. today announced the availability of its first-ever Curved OLED TV in the United States. An unprecedented leap forward for picture quality, sharp contrast and a whole new way to experience television, the KN55S9C is also the first TV to feature MultiView capabilities with Full HD and stereo sound.

The Samsung Curved OLED TV is a true technology statement, showcasing the unique possibilities of OLED technology while giving video content a presence not felt on flat screens. The curved KN55S9C creates a captivating and vibrant picture that envelops viewers in spectacular color and beauty.

“As a leader in standout design and television display technology, Samsung’s new Curved OLED TV sets the bar for the next generation of televisions coming to market,” said Joe Stinziano, Executive Vice President, Samsung Electronics America. “Customers have come to expect brilliance from Samsung, and our Curved OLED TV is just that. With true-to-life color, ultimate contrast, and superior picture quality, this new TV delivers an astonishing home entertainment experience.”

Unparalleled Picture Quality

Samsung’s Curved OLED TV produces bright, awe-inspiring images, delivering breathtaking picture quality for a cinematic and natural viewing experience. The TV boasts response times that are exponentially faster than conventional TVs, virtually eliminating motion blur and crosstalk. The self-emitting RGB sub-pixels are laid directly on the color display panel, so no color filter is required. Without the need for backlighting, the Samsung Curved OLED TV displays pictures with absolute blacks at a contrast ratio never before seen on conventional TVs. The KN55S9C provides the ultimate in picture quality with rich colors and clear images that are beyond comparison.

The Personal Viewing Experience

The Samsung OLED TV introduces advanced technology and features for a truly personal TV experience. With Samsung’s MultiView feature, it’s like having two TVs in one. For the first time, two people can simultaneously watch completely different full-screen Full-HD content, even in 3D, on the same display, with corresponding audio and controls. The innovative MultiView feature is enabled by Samsung’s 3D Active glasses, which come with built-in personal speakers providing crisp, full stereo sound. Samsung makes it seamless for viewers to switch between the two sources with the touch of a button, without changing glasses.

Samsung’s Curved OLED TV also incorporates the latest Samsung Smart TV features like the new Smart Hub interface, which organizes entertainment and content into five convenient panels: On TV, Movies and TV Shows, Social, Apps as well as Photos, Videos and Music. The built-in S Recommendation feature helps customers discover something new to watch, now or next time. All models will be Evolutionary TVs allowing consumers to easily update hardware and software via an Evolution Kit so that they can stay up-to-date with the latest

Samsung innovations.

Artistic Design

The design of Samsung's new Curved OLED TV draws audiences into the picture. The elegantly crafted design is inspired by a 'Timeless Arena' in which the display is placed within a luxurious frame whose curved shape emulates the curvature of an arena. The premium metallic frame adds a touch of style and sophistication to any setting. The 'Timeless Arena' design provides a floating canvas for OLED's true-to-life colors and absolute blacks. A single cable for all connections reduces clutter and completes the minimalistic design with a "Clean Back" finish.

The 55-inch KN55S9C is now shipping to specialty retailers nationwide and will be available for \$8,999.99.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America's fastest growing home appliance brand. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 236,000 people across 79 countries with annual sales of US\$187.8 billion.