

Samsung Printer takes a dramatic Leap to the Top in Global Color Laser Market

-Samsung Electronics takes over the world color laser multifunction market (A4) with 30.9% of shares-

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Samsung Electronics, one of the world's leading company of laser printers, today announced that the company took a leap to the global top position in the color laser multifunction printer market, thanks to innovative products launchings and a great deal of investment to overseas business.

According to the market research company, IDC, Samsung's A4 color laser multifunction printer sold over eighty thousand units with a 30.9% market share worldwide for the second quarter in this year. Samsung Electronics takes the lead in the color laser multifunction market share over the competitor, with a 0.5% difference, taking the first place position in the color laser multifunction market in Europe and CIS region in the second quarter. The market share sharply increasing in Italy with 47%, Samsung printer is ranked the first with a 29.4% share in European color laser multifunction market including Germany, UK, Italy and etc.

Behind the inspiring accomplishment of Samsung Electronics, there have been great efforts to bolster the overseas business performance for B2B. At the beginning of this year, Samsung Electronics held product launching shows in Europe, South-East Asia and other major regions to announce six new product series, such as the CLX-3175FN, the world's smallest color laser multifunction printer, and the MultiXpress C8380ND, the world's fastest color digital multifunction printer for enterprise customers. As Samsung Electronics begins to sell the new products in the second quarter, the company expects the market share to increase and to keep the company in the number one spot.

Moreover, Samsung's regular sales growth in South-East Asia and Europe regions contribute to the global color laser printer market as well as the rapid sales expansion in other developed European countries. Samsung printer especially swept over the Italian color laser printer/multifunction market with the reorganization of the local B2B business organization to secure large enterprise customers along with strengthening the color marketing. And to increase the brand awareness as a color laser vendor to customers, Samsung executed the sports marketing in Italian market during Euro2008 soccer championship period.

Samsung Electronics also made a big impact in the color laser printer market as well as the color laser multifunction printer market. Samsung printer's market share reached 19.9% and remained within the second position worldwide for seven consecutive quarters since the second quarter of 2006. While the other printer vendors dropped 2% of their market share, Samsung Electronics showed the highest growth rate in comparison with competitors with an increase of 4% within market share.

Y H Park, Senior Vice President of Digital Printing Business of Samsung Electronics, stated, 'Lately, printing market has been growing rapidly centering on the color laser multifunction printer.' He added, 'We expect Samsung printer's sales to consistently accelerate in the third quarter of 2008 as various color laser products released according to the market trend. With unveiling of new

innovative products and solutions targeting the enterprise market, which is the emerging market of printer business, Samsung will continuously amplify its leadership in the global printing market.'

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About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of four main business units: Digital Media Business, LCD Business, Semiconductor Business, and Telecommunication 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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