



SAMSUNG WINS LANDMARK DEAL TO SUPPLY LARGE FORMAT SCREENS TO BAA HEATHROW TERMINAL 5.

9th November 2006, London - Samsung Electronics (UK) Ltd has been selected as sole solution partner for Flight Information Display Screens (FIDS) in Heathrow Airport Terminal 5. With this deal, Samsung will supply 40", 46" & 57" large format LCD screens for this globally significant project which opens in March 2008.

Building on other UK airport technology successes, as well as last year's Schiphol airport installation in the Netherlands, Samsung's accomplishment in winning this important contract shows their leadership in a competitive commercial market place against leading suppliers in the industry.

The Samsung win was a result of the quality of its products and working in close partnership with BAA to create a product solution fit for BAA's particular technology requirement in FIDS.

At the signing ceremony held today, IS Kim, CEO and President of Samsung Electronics Europe, stated:

"This major technology win in this competitive commercial environment is a key showcase promoting Samsung's emergence as a leader in the UK B2B market. It is also a fitting flagship project for Samsung, the fastest growing technology brand in the World to be partnered with BAA, Terminal 5, the largest, most technology-led airport development in the World."

Tony Douglas, Chief Executive BAA Heathrow, commented:

"Terminal 5 is a ground breaking project, a showcase of architectural, engineering and construction excellence. To emulate these achievements as an operating terminal we set very high standards for prospective partners. The high quality product and technical excellence provided by Samsung will help ensure the new terminal delivers the quality customer experience we require for our passengers when it opens in March 2008 and I am delighted to welcome Samsung on board as a business partner and official supplier to T5."

Heathrow Airport currently has 4 terminals which have 68 million travellers throughout the year, and is the world's 3rd largest airport. Terminal 5 will equip the airport with the most up-to-date and future-proofed technology upon it's opening and will be experienced by 30 million in-transit travellers or visitors to the UK every year.

Terminal 5 will be a significant European hub hosting a number of travellers from all over the world including those visiting The Olympic Games to be held in London in 2012. This will highlight Samsung's brand, technical prowess and leading edge technology to a wide international audience.

ENDS

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. For more information, please visit www.samsung.com/uk.

For further information or images please contact:

Bite Communications
Nadia Guerirem
Tel: 020 8834 3514
Email: samsung@bitepr.com

Zoe Carter
Samsung Electronics (UK)
Tel: 01932 455 234
Fax: 01932 455 293
Email: zoe.carter@samsung.com

www.samsung.com/uk