

Samsung Electronics Announces the Upgraded Game Service for Its Smart TVs

- More than 500 streaming and downloadable games available through 2016 Samsung Smart TVs
- Samsung Smart TV GAMES recently getting popularity with 4.5 million monthly users

SEOUL, Korea – December 30, 2015 – Samsung Electronics Co., Ltd., today announced that it will bring a broad lineup of more than 400 streaming games and 100 downloadable games to 2016 Samsung Smart TVs. Consumers will be able to experience the most realistic gaming environments available on TV, not least because of the lineup's exceptional picture quality and large screen sizes.

Samsung will showcase the upgraded game service at CES 2016, enabling download and streaming games through 2016 Samsung Smart TVs. Recent additions include *Assassin's Creed III*, *Batman: Arkham Origins*, and *The LEGO Movie Videogame* from PlayStation™Now, will be available for gamers to stream games directly through their Samsung Smart TVs. The games available through the service will range from action, sports and racing to role playing game (RPG), first person shooter (FPS) and board games.

The addition of so many game titles will enhance Samsung's Smart TV GAMES offering even further; so far, its service is being used by gamers in 43 countries, with a record of boasting 4.5 million monthly users – directly reflecting the increasing popularity of gaming in recent years.

The PlayStation™Now service will also be improved in 2016. This service is available in the U.S. and Canada, and offers subscribers nearly 300 games, including recently added titles. Popular PlayStation 3 games such as *Mortal Kombat*, *The Last of Us: Left Behind*, *God of War III*, *BioShock 2* and *Borderlands 2* will also be included.

GameFly, one of the leading game streaming service that is currently available in 21 countries, from Brazil through Mexico, U.S. and Canada to Mainland Europe and Scandinavia, will have more than 100 console-game titles available on the 2016 Samsung Smart TV.

In addition to a massive expansion in streaming options, Samsung Smart TV users can also download over 100 games to play, including *Revolt3*, *Deer Hunter*, *Eternity Warriors 3* and more.

"Samsung's 2016 Smart TV lineup is a direct response to the expectation of consumers that their TVs should be more than just a device on which to watch content," said Youngchan Kim, Vice President of Visual Display Business at Samsung Electronics. "The new Smart TV gaming service is just one feature of a TV that offers all-round entertainment. Our game offering will continue to expand, as Samsung partners with publishers of popular games."

PlayStation™Now

*[Disclaimer] *To use the 7-Day FREE Trial, you need a free PlayStation®Network account, PlayStation Now compatible device, such as a select 2016 Samsung Smart TV, DualShock® 4 controller and a 5Mbps or greater broadband Internet connection. You also need to accept the PlayStation Network Terms of Service. Service availability and performance may vary by area or other factors. This 7-Day Free Trial gives you full access to the PlayStation Now game subscription catalog. At the end of the 7-day trial period, your PlayStation Now 1-Month Subscription will automatically begin and you will be billed \$19.99 each month. You need a credit card or alternate payment method associated with your PlayStation Network account.*

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