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### **Samsung Wins Best of KBIS 2018 Awards Across Two Categories**

*Samsung wins the Smart Home Technology award for the new Front Load Washer with QuickDrive™ and receives the silver award in the Best of Kitchen category for FlexWash™ + FlexDry™*

**Orlando, January 11, 2018** – Samsung Electronics today announced that it has won two KBIS 2018 awards, the new and first year category award for Smart Home Technology and Best of Kitchen Silver award, presented by the Kitchen and Bath Industry Show (KBIS).

The kitchen and bath industry's premier awards program highlights the best new kitchen and bath products that push the boundaries of design, technology and innovation. Winners are selected based on innovation, design and function.

The Samsung Front Load Washer with QuickDrive™ is a major step forward in laundry innovation and cuts washing time. Equipped with faster wash time and enhanced smart capabilities, the new washer with QuickDrive™ technology and intelligent Q-rator laundry assistant takes the guesswork out of doing laundry from your mobile device. It has smart capabilities that simplify the washing cycle with intuitive features that provide automatic recommendations for optimal wash cycles, manage the time that a wash cycle will finish and adjust cycle settings, and monitors the washer to keep it operating at optimal performance.

The Samsung FlexWash™ + FlexDry™ are a versatile new laundry pair that provide ultimate flexibility to wash and dry multiple loads of laundry at the same time. FlexWash™ + FlexDry™ provide an unprecedented amount of flexibility to let you do multiple cycles at the same time, so you can keep a wide variety of clothes in great condition.

This year, KBIS added new categories to recognize and honor brands at the forefront of smart home innovations which are driving the kitchen and bath innovations of tomorrow. A total of six awards were given out including Kitchen Gold and Silver, Bath Gold and Silver, Best in Show and the new Smart Home Technology award.

"We are proud to be the recipient of two KBIS awards this year, as it underscores Samsung's dedication and commitment to bringing meaningful innovation to the home appliance industry and to consumers," said Tom Halford, Vice President of Samsung Premium and Builder Brands. "Our combination of technology, performance and design is resonating strongly, and we are looking forward to a game-changing 2018."

Following KBIS 2018, voting for the Best of KBIS People's Choice award will take place online, via the KBIS Facebook page. Voting opens January 12, 2018, and show attendees can cast their vote for their favorite products. There will be three People's Choice Winners (First, Second and Third Place).

#### **About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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