

Samsung Launches Samsung Newsroom – The New Website for Samsung News & Digital Content

New website replaces Samsung Tomorrow blog, offering more depth and breadth of content as well as a better user experience

SEOUL, South Korea – 26th November 2015 – Samsung Electronics Co. Ltd., today announced the launch of Samsung Newsroom, the new home for news and digital content from Samsung. The website can be found at news.samsung.com. Newsroom is now the primary online source for official Samsung information, covering everything from the latest products, services and company strategy to citizenship activity, business insights and people from around the world.

“Just as Samsung inspires the world and shapes the future with transformative ideas and technologies, we also have to continually evolve how we communicate,” said In Yong Rhee, President of Corporate Communications Team at Samsung Electronics. “Samsung Newsroom will help us give our many stakeholders around the world a deeper understanding of who we are, what we are going to do to shape the future.”

Samsung Newsroom is published in both English and Korean, and replaces Samsung Tomorrow, the Samsung Electronics official blog.

Taking You Inside Samsung, Around The World

The goal of Samsung Newsroom is not just to keep consumers and media alike properly informed, but to help people better understand Samsung. The new website will offer fascinating insights and inspirational stories from Samsung’s most innovative work and diverse global community.

As part of this mission, the Newsroom will feature two new regular columns, ‘Views’ and ‘Life @ Samsung’.

Views: World-class Business & Technology Insights

Views provides readers with high-level insights directly from Samsung’s leaders, with analysis and opinion from the company’s brightest minds and most experienced staff. As well as helping to explain Samsung’s vision, strategy, design and philosophy, *Views* will help the Newsroom audience to understand the world around them, by examining the latest trends and developments in technology, business, and society.

Life @ Samsung: Sharing & Celebrating Our Community

Life @ Samsung celebrates Samsung’s greatest asset – its diverse global community of 319,000 employees. Not only will the column provide genuine insight into the company’s culture and work around the world, it will also be a place to find inspirational stories about the challenges, hopes and dreams of the people that make Samsung what it is today.

Valuable Resources for Customers, Media & Investors

Samsung Newsroom still provides the traditional and critically important company information that all stakeholders need, including the latest from its business divisions, historical information, and overall data on performance and sustainability.

Additional sections include *Issues and Facts* and *FAQ* which enables Samsung to provide the latest and most accurate information about key topics and business stories.

Also newly added is the *Press Resources* section, which will help media to easily search and find any information they need. It hosts a broad range of press material for journalists, including high quality images and video, as well as an archive of press releases.

An Enhanced User Experience with More Diverse Content

The site features a more diverse range of content, including infographics, feature articles, bylines, product design stories, photos, and videos too. Samsung's biggest events and major product launches will also be broadcast live on Samsung Newsroom.

To enable a two-way dialogue with consumers, the Newsroom has more sharing and comment functions that integrate well with social media.

Other improvements include enhanced search functionality and video archives, so no matter what people's interests may be, they can find what they are looking for on Samsung Newsroom.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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