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HIS ROYAL HIGHNESS THE DUKE OF ROTHESAY VISITS SAMSUNG DIGITAL CLASSROOM IN GLASGOW

Visit to Prince's Trust Centre includes tour of classroom and interaction with young people

London, UK – 27 June 2016 – Samsung Electronics today announced that HRH The Duke of Rothesay recently attended the official opening of the Prince's Trust Scotland Centre in Glasgow, which was created to increase young people's access to training and employment opportunities.



As part of the grand opening, HRH met a number of young people who have been supported by The Prince's Trust Scotland, finding out about their journeys with The Prince's Trust. During the visit, HRH participated in a range of activities including digital pancake cooking, robot building, puppet-making workshops and exploring the Samsung Digital Classroom.

In the last four decades The Prince's trust has given over 825,000 disadvantaged young people the skills and confidence to find a job. Three in four young people who receive help from The Prince's Trust move into work, training or education.

Samsung has been a supporter of The Prince's Trust since 2012 through The Prince's Trust & Samsung Celebrate Success Awards and has been introducing Digital Classrooms into its Centres. Each Digital Classroom, equipped with an interactive whiteboard, Galaxy tablets, PCs and digital cameras, creates an enhanced interactive learning environment and gives young people an opportunity to pick up vital digital skills.

Aleyne Johnson, Head of Government Relations and Citizenship, Samsung UK said:

"We are honoured to have received a visit to one of our digital classrooms from HRH The Duke of Rothesay. At Samsung, we are committed to enhancing the lives of young people through technology and for the last three years we have been working hard to establish Digital Classrooms at schools and youth employment centres across the UK, providing young people with access to the tools and technology they need to succeed, as well as teacher training and connectivity, with the aim of making lessons more enjoyable and engaging."

Samsung is continuing to work closely with The Prince's Trust to introduce technology initiatives, embedding digital and STEM (Science, Technology, Engineering and Mathematics) skills across its programmes. In addition to Glasgow, Samsung Digital Classrooms have been opened at The Trust's centres in Stoke-on-Trent and Kennington in London.

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About Samsung's Citizenship Programmes

Samsung is committed to help close the digital divide and skills gap in the UK. Samsung Digital Classrooms in schools, charities/non-profit organisations and cultural partners provide access to the latest technology. Samsung is also providing the training and maintenance support necessary to help make the transition and integration of the new technology as smooth as possible. Samsung also offers qualifications and training in technology for young people and teachers through its Digital Academies in London and Birmingham. These initiatives will inspire young people, staff and teachers to learn and teach in new exciting ways and to help encourage young people into careers using technology.

Find out more: www.samsung.com/uk/citizenship

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining 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 through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

About The Prince's Trust

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. Founded by HRH The Prince of Wales in 1976, this year it is celebrating 40 years of supporting 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion.

Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training.

The Prince's Trust has supported 825,000 young people in the last 40 years and this year it will support over 100 more each day.

Further information about The Prince's Trust is available at princes-trust.org.uk or on 0800 842 842