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Samsung to Showcase its Advanced Built-in Appliances at KBIS 2018

*Samsung highlights its smart-centered, premium kitchen built-in
Samsung Chef Collection*

ORLANDO, FL – January 9, 2018 – Samsung Electronics Co., Ltd. today announced that it will showcase its advanced built-in appliances, including its widely acclaimed Samsung Chef Collection lineup that incorporates Samsung's most intuitive smart technologies, at the 2018 Kitchen & Bath Industry Show (KBIS) in Orlando, Florida. The show, on January 9 -11, will be the first time in 7 years that Samsung is attending as an exhibitor, reaffirming its strong commitment to the US as the world's largest premium built-in home appliances market.

Samsung will be exhibiting in booth W770, displaying its latest innovations in the appliance category to the builder and designers, and demonstrating the strong appeal of Samsung appliances in growing millennials with its advanced appliance designs and technologies.

"Attending KBIS demonstrates our continued commitment to creating innovative products in line with what people want in their home today" said Tom Halford, Vice President of Home Appliances Division at Samsung Electronics America. "Our smart, premium built-in kitchen appliances are also helping us to increase customer satisfaction and build industry leadership"

The Samsung booth will highlight six different kitchen packages across wide range of prices, including both the black stainless-steel and standard stainless-steel packages from the Chef Collection lineup. Samsung will also highlight the increasing prevalence of the smart home trend with a Connected Living zone that features Samsung's award-winning Family Hub refrigerator and the FlexWash and QuickDrive washing machines.

Samsung's premium built-in Chef Collection on display includes many of Samsung's most advanced technologies such as the Remote View camera incorporated into refrigerators and Virtual Flame™ of induction cooktops. Also on display will be the chef-inspired features in a premium suite of wall ovens, cooktops, pro ranges, dishwashers, and refrigerators including the fully integrated 42" Built-In 4-Door Flex model. All models have Wi-Fi or Bluetooth capabilities for full connected control in a smart home.

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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>.