

Samsung Debuts “The Chant” Film; Continues Celebrating Stories of Defying Barriers Ahead of the Olympic Games

SEOUL, Korea – June 20, 2016 - Samsung Electronics Co., Ltd., Worldwide Olympic Partner in the Wireless Communications Equipment category, released today “**The Chant**”, its latest film which features South Sudanese athlete, **Margret Rumat Rumat Hassan(400-Meter Runner, South Sudan)**, who hopes to compete under her own nation’s flag during the Rio 2016 Olympic Games. For the first time ever, South Sudan will be sending a team to the Olympic Games being held in Rio de Janeiro, Brazil.

“The Chant” is a continuation of Samsung’s support of the pioneering spirit, highlighting perseverance and the will to get back up again against the odds which is ultimately what leads to meaningful progress. Through “The Chant,” Samsung introduces the world to yet another powerful story of defying barriers. The film conveys how the Olympic Games inspire harmony and celebrate the progress of the human race, generating cultural, personal, and technological connections.

“The Chant” opens with Margret in the locker room where she puts in Samsung Gear IconX cord-free earbuds paired with her Samsung Galaxy S7 edge. As Margret walks from the locker room to the stadium, viewers are transported to a village in South Sudan where the entire nation is chanting her name to cheer her on and celebrate her journey. As Margret enters the stadium, the chanting disappears, but she remains strong and confident. Through this film, Samsung celebrates not only the individual progress of Margret, but also the progress of South Sudan as they will participate in the Rio 2016 Olympic Games for the very first time. “The Chant” ends with an inspiring message showcasing Samsung’s commitment to the Olympic Games as the “Proud Sponsor of Those who Defy Barriers.”

Earlier this year, Samsung released a short documentary film, “[A Fighting Chance](#),” sharing the untold stories of courage, hope and persistence that four Olympic Games hopefuls embrace while defying barriers to achieve their dreams of earning an Olympic medal and helping their countries make history.

“The Chant” is the next chapter that continues to showcase Samsung’s celebration for those who push the definition of what is possible and upholds the brand’s unique vision that perseverance through the extraordinary leads to meaningful progress.

For more information and to view “**The Chant**”, please visit www.youtube.com/samsungmobile.

About Samsung’s Involvement in the Olympic Games

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile devices. These innovative mobile phone technologies provide the Olympic Family with real-time, user location-based information service, interactive communications, and Samsung Pay. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung’s commitment as a Worldwide Olympic Partner continues through to Rio 2016, PyeongChang 2018, and Tokyo 2020.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, opening new possibilities for people everywhere through relentless innovation and discovery. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

About Margret Rumat Rumat Hassan (400-Meter Runner, South Sudan)

In South Sudan, Margret Rumat Rumat Hassan grew up amidst civil unrest and a male-dominant society. Despite being displaced with her family during the war with Sudan, Margret was encouraged by a close friend to participate in a competitive race, leading her to discover an innate talent: running. After training on her own, Margret was provided with a place in athletics and competed as an Independent Olympic Athlete during the Nanjing 2014 Youth Olympic Games. In 2015, South Sudan National Olympic Committee (NOC) was admitted by the International Olympic Committee (IOC), giving Margret hopes to compete under her own nation's flag for the first time during the Rio 2016 Olympic Games.

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