

## Samsung Redefines Freshness in its 4-Door Flex Refrigerator Category

*Samsung unveils revolutionary cooling technology in the 4-door Flex refrigerator category that ensure original food freshness, even in the freezer*

**Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd.**, today, announced its new 4-Door Flex Refrigerator at Samsung MENA Forum in Lisbon Portugal. Designed to make everyday life easier, Samsung has added Precise Chef Cooling technology to the freezer compartment for the first time - redefining the freshness of frozen food by preserving its original flavor and texture.

Freezers are becoming more popular with the rise of advanced food preparation amongst consumers who buy food in bulk to optimize time. The pioneering Precise Chef Cooling technology and convertible FlexZone™ keeps produce at its freshest in the fridge, and perfectly frozen in the freezer, by minimizing temperature fluctuations inside so consumers can enjoy the freshest foods all year round.

“We have never relied on our freezer for keeping food fresh – until now that is. Samsung has introduced the revolutionary T9000 4-Door Flex Refrigerator with Precise Chef Cooling technology so that our consumers in the region can experience ‘first day fresh’ food, every day,” said Georges Barakat, Regional Head of Digital Appliances at Samsung Electronics Middle East & North Africa. “Now our customers no longer need to compromise on the original flavor and texture of foods in their freezer.”

### **Original freshness in fresh and frozen foods**

The healthiest meals start with the freshest ingredients and the new Samsung 4-Door Flex Refrigerator ensures freshness and taste is maintained. Precise Chef Cooling Technology keeps ingredients at their freshest in the fridge as well as perfectly frozen in the freezer by minimizing the temperature fluctuation/rise inside - within  $\pm 0.5$  °C (in a fridge) and the temperature rise up to +3°C (at defrosting in a freezer).

The unique Triple Cooling System controls and optimizes the temperature, maximizes humidity and prevents odors mixing. It supplies cool air independently to 3 compartments in the fridge and freezer using 3 dedicated coolers. So it really is designed to preserve food in perfect condition by ensuring that it retains its natural flavor and aroma. By keeping more moisture in the fridge compartment it creates the optimal storage conditions to ensure food items stay much fresher. A Metal Cooling plate in the rear wall also retains the cold and helps to maintain freshness for longer by preventing the loss of cool air when the door is opened and restoring any heat loss when it's shut.

### **Extra fridge or freezer space whenever you want**

There are times when you need extra space for your frozen foods, or more space for your fresh fruit and vegetables and you can then you can switch/manage your refrigerator whatever you want. The FlexZone™ feature solves this problem and provides the ultimate in food storage flexibility, so all groceries stay fresher for longer. The bottom right compartment can be easily converted from a fridge to



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freezer with a convenient “4 pre-set temperature” switch, making it ideal for all your family’s food storage needs.

Samsung’s new 4-Door Flex Refrigerator is sophisticated and flexible, allowing consumers to optimize the taste and flavor of fresh food all day, every day. Whether it’s from the fridge or the freezer, original freshness is delivered.

Samsung’s new 4-Door Flex Refrigerator will be available in the Middle East and North Africa from Q2, 2016.

**ENDS**

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