

Samsung Spreads the Olympic Spirit through Rio 2016 Olympic Games Pin Promotion

Fans Can Collect Up to 30 Specially-Designed Pins for a Chance to Win a Trip to Tokyo, Host City of the Tokyo 2020 Olympic Games, and Other Samsung Prizes

Rio de Janeiro, Brazil – August 13, 2016 – Olympians are showcasing their athletic feats to the world throughout the Rio 2016 Olympic Games, but fans and consumers in Rio are competing in an entirely different type of activity: Olympic Pin collecting. Samsung Electronics Co., Ltd., Worldwide Olympic Partner in the wireless communications equipment category, is offering fans the chance to celebrate the Olympic Spirit, add to their Olympic pin collections and win once-in-a-lifetime prizes through their Rio 2016 pin promotion.

Samsung is bringing a new level to the spectator sport of pin collecting at the Rio 2016 Olympic Games by offering fans the chance to gather up to 30 specially-designed Olympic Games pins. The brand's unique pin promotion includes 22 Olympic Games sport-themed pins, as well as eight Rio de Janeiro themed pins and a Rio 2016 decorated pin board. One lucky fan who collects all 30 pins and the pin board will win a round-trip package for two to Tokyo, Host City of the Tokyo 2020 Olympic Games. Additional prizes include the Galaxy S7 edge Olympic Games Limited Edition, Gear IconX cord-free fitness earbuds, and other mobile accessories.

Fans can participate in the Samsung Pin promotion by visiting the Galaxy Studio in Olympic Park and completing a variety of interactive experiences, including:

- Complete the full Galaxy S7 experience journey, which includes a 4D Virtual Reality experience, S7 + Run fitness challenge, S7 + beat music demo, and more for **1 pin**
- Test the water-resistant feature of the Galaxy S7 by using the device to catch fish in a "Digital Pond" for **1 pin**
- Visit the S7 Lounge for a hands-on product experience for **1 pin**
- After collecting 3 pins, fans will earn **1 pin board**
- Varying numbers of pins can also be acquired by purchasing Samsung products at the Galaxy Studio, including the Galaxy S7, Galaxy S6, Galaxy Note 5, Galaxy A5 and A7, and other Galaxy products

In addition to the Galaxy Studio in Olympic Park, fans can take part in the pin promotion at several other Galaxy Studio locations throughout Rio, Sao Paulo, and other local cities in Brazil. Fans can also earn pins by participating in up to four missions that will be unlocked throughout the Olympic Games, and must be completed within a designated timeframe. The missions will range from sharing messages on social media to visiting local Samsung stores in local shopping malls.

For more information on the Samsung Pin promotion, please visit samsung.com.br/rio2016/pins, and to learn more about brand's Rio 2016 Olympic Games initiatives, visit samsungmobilepress.com/olympics.

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.

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Samsung Electronics' Rio 2016 Olympic Games Pin promotion features 22 Olympic Games sport-themed pins, as well as eight Rio de Janeiro themed pins and a Rio 2016 decorated pin board.



A young Olympic Games fan is all smiles as he shows off his nearly-completed pin board at the Samsung Galaxy Studio in Olympic Park. One lucky fan who collects all 30 pins and the pin board will win a round-trip package for two to Tokyo, Host City of the Tokyo 2020 Olympic Games. Additional prizes include the Samsung Galaxy S7 edge Olympic Games Limited Edition, Gear IconX cord-free fitness earbuds, and other mobile accessories.



Fans can participate in Samsung Electronics' Rio 2016 Olympic Games Pin promotion by visiting the Galaxy Studio in Olympic Park to complete a variety of interactive experiences, checking out other Galaxy Studio locations throughout Brazil, and participating in missions that will be unlocked throughout the Olympic Games.