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Kristen Bell and Dax Shepard Return in Samsung's New Home Appliance Marketing Campaign

Television spots, print ad and digital content showcase how Samsung's new home appliance products infuse convenience, simplicity and innovation into modern lifestyles

RIDGEFIELD PARK, NJ – May 10, 2016 – Samsung Electronics America, Inc., a leader in home appliance innovations, launched a new advertising campaign this week featuring Kristen Bell and Dax Shepard. The television spots start with Samsung's game-changing Family Hub™ refrigerator and will be part of a larger creative campaign that includes print advertising and digital content.

Kristen and Dax return in the first TV spot as they conquer their responsibilities in the kitchen and home, and use Samsung's new Family Hub™ refrigerator to prepare and pull off an epic birthday party for their daughter. Additional TV spots later this summer will also showcase the couple using Samsung's new laundry innovations – the Front Load Washer featuring AddWash™ and the activewash™ with Integrated Touch Controls – as they tackle some of their toughest challenges like coffee stains and their kids' mud-covered clothes.

"As the ultimate multi-tasking couple, Kristen and Dax are the perfect pair to help launch Samsung's home appliance products this year," said Katie Cheng, Vice President Home Appliance Marketing at Samsung. "With busy lives, young kids and a home to run, they embody millions of other families looking for new ways to manage their lives and stay connected to one another. Our kitchen and laundry appliances are built to deliver innovations that are meaningful and solve real-life challenges."

The first ad launching this week is a 60-second spot showcasing Samsung's Family Hub™, which began airing May 9. Three 30-second spots – one each for the Family Hub™, AddWash™ and activewash™ – will round out the rest of the TV ad campaign.

Samsung's partnership with Kristen and Dax stretches back to 2014 and has spanned multiple product categories for the brand. This is the couple's second year appearing in Samsung home appliance TV spots, following a highly successful campaign in 2015 for kitchen, laundry and cleaning products.

"We've worked with Samsung for several years now and are always excited to see what products they come up with next. Their new line of 2016 appliances is incredible," said Kristen Bell. "The Family Hub is fantastic - the way it lets us keep track of our schedules, share photos and even put up our kid's artwork means we can always keep in touch. Being able to look at your phone while you're at the grocery store and seeing the inside of your fridge to see what you need saves time and makes everything easier."

TV Ads are Part of Broad Integrated Marketing Campaign

The new home appliance marketing campaign includes an original digital animated film which served as a pre-amble for the overall creative campaign. The digital short film spotlights the Family Hub's innovative camera feature, which lets consumers view what's inside their refrigerator from an app on their smartphone. With a humorous slant, the animated short takes a look at what happens inside the fridge when the door closes. The digital film and related digital content will be featured in various forms via in-cinema placements, digital media units, and on brand and influencer social channels.

Additional creative campaign elements beyond TV spots and high-impact print ads include online videos highlighting key Family Hub™ features and a unique integration with Bon Appetit magazine.

To view Samsung's newest TV ads and other Family Hub™ videos, visit the [Samsung USA YouTube page](#).

To see Samsung's latest home appliances and other products, visit <http://www.samsung.com/us/>.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, mobile products and wearables, wireless infrastructure, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and one of America's fastest growing home appliance brands. To discover more, please visit www.samsung.com.

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