



## Samsung Offers Samsung Pay Users the Chance to Spend a New Year's Eve with Usher

*Samsung Pay launches nationwide shopping mall takeover where customers can win access to the exclusive New Year's Eve concert and other rewards*

**NEW YORK – December 11, 2015** – Samsung Electronics America, Inc. announced today that Samsung Pay users will have the chance to be treated to an exclusive, special performance and private New Year's Eve party featuring the platinum-selling recording artist, Usher, in Los Angeles. As part of the promotion, Samsung Pay also launched a nationwide shopping experience at 50 malls where customers can try out and activate the most accepted mobile payment system for a chance to win tickets to the special performance and more.

"This holiday season Samsung Pay wants to give its users the gift of a lifetime: a New Year's Eve with Usher. Samsung Pay continues to offer its users unparalleled experiences, including this newest opportunity to spend an evening with one of the biggest musicians in the world," said Nana Murugesan, V P of Strategy and Operations for Samsung Electronics America. "Our mall experience will help even more holiday shoppers breeze through their gift lists with credit cards, debit cards, and gift cards supported by Samsung Pay at the top 50 malls across the US and understand the ease and convenience of the most widely accepted mobile payment system."

From December 10 through December 21, shoppers who activate Samsung Pay at one of the 50 mall locations across the U.S. will have the chance to win two round-trip tickets to Los Angeles, hotel accommodations and a New Year's Eve concert and party. The Samsung Pay mall experiences will remain open through January 10 for shoppers to learn about and activate Samsung Pay to earn other rewards, including gift cards to various merchants. Visit [www.samsungpromotions.com](http://www.samsungpromotions.com) for more information and all participating mall locations.

This busy holiday season, Samsung is making shopping even easier with Samsung Pay – the most accepted mobile payment system that allows consumers to use an eligible Samsung phone to pay almost anywhere they can swipe or tap a card. Samsung Pay now supports 50 popular merchant gift cards as well as a gift card store that enables users to buy gift cards from supported merchants for themselves, friends and family directly within the Samsung Pay app. Samsung Pay supports many of the country's major banks and continues to expand its partnership ecosystem. [Click here](#) for the full list of financial partners that support Samsung Pay.

- **SIMPLE:** To make a payment on Samsung Pay, users can simply swipe up, scan their fingerprint and pay.
- **SAFE:** Samsung Pay uses tokenization, Samsung KNOX, and fingerprint authentication to provide secure payments. And, as terminals are upgraded to EMV, that security is leveraged, too.

# SAMSUNG

- **ALMOST ANYWHERE\***: Samsung Pay is compatible with most existing and new terminals, including most magnetic stripe, EMV and NFC terminals\*. That means Samsung Pay works at more places than any other mobile payment service.

## **About Samsung Pay**

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and available almost anywhere you can swipe or tap your card. Combining NFC with Samsung's proprietary MST technologies, Samsung Pay provides consumers a way to pay almost anywhere you can swipe or tap a card at millions of merchant locations. Samsung continues to strategically expand its partnership ecosystem for Samsung Pay to provide greater flexibility, access, and choice for customers while enabling an easy and safe payment experience. Samsung Pay is compatible with select cards and Samsung devices, and leading wireless providers. Visit [www.samsung.com/pay](http://www.samsung.com/pay) to learn more.

*\*Samsung Pay is compatible with select cards, Samsung devices, and leading wireless providers. Visit [www.samsung.com/pay](http://www.samsung.com/pay) to learn more. Some card reader terminals may require software updates to be compatible with Samsung Pay.*

## **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, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America's fastest growing home appliance brands. To discover more of the award-winning products you love with Samsung, please visit [www.samsung.com](http://www.samsung.com).

## **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

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