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## **FOR IMMEDIATE RELEASE**

### **SAMSUNG BUSINESS COMMUNICATION SYSTEMS (BCS) IS LEADING THE WAY IN THE 2 - 400 LINE SEGMENT OF THE U.S. KEY/HYBRID MARKET**

*InfoTrack for Enterprise Communications (IEC) 1Q data confirms Samsung BCS has moved into the number one position in category targeting small- to medium-sized businesses*

**RICHARDSON, Texas – July 1, 2009** – Samsung Business Communication Systems (BCS) ranks number one in market share for the 2 - 400 line segment of the U.S. key/hybrid category, according to new data from InfoTrack for Enterprise Communications (IEC). In catapulting to the top spot, Samsung BCS, which provides advanced, affordable solutions for small- and medium-sized businesses (SMBs), saw a more than 16 percent increase in category line shipments from the 4Q of 2008 to 1Q of 2009. During the same period, the overall enterprise communications market declined 22 percent.

“In a challenging economic environment, where all businesses, especially small- to medium-sized ones, are closely watching their bottom lines, we remain dedicated to providing powerful, yet affordable telephony solutions,” says Doug Wonson, Vice President and General Manager, Samsung BCS. “This philosophy has spearheaded our success in meeting the needs of today’s small- to medium-sized business.”

Demonstrating this commitment, the company recently unveiled The Samsung Advantage program. Launched earlier this year, the new program broadens dealer relationships and increases small business accessibility to enterprise-level technology solutions and Samsung support. In 1Q 2009, Samsung BCS hosted the 1<sup>st</sup> Annual Dealer Advantage meeting to encourage deeper collaboration and increased the visibility of Samsung BCS convergence solutions in the SMB space.

“The increase in market share, despite an overall market decline, demonstrates that our new channel strategy and focus on small- and medium-sized business is beginning to gain traction,” added Wonson.

The cornerstone of this effort is the flexible Samsung **OfficeServ™** 7000 Series of convergence technology platforms that offer small- and mid-sized businesses the functionality of much larger

(more)

systems at a price they can afford. These platforms can be used as a stand-alone system or to interconnect with multiple locations. For more information on the Samsung **OfficeServ** solution, visit [www.samsung.com/bcs](http://www.samsung.com/bcs).

#### **About Samsung Business Communication Systems**

Samsung Business Communication Systems (BCS), a Dallas-based division of Samsung Telecommunications America (STA), is the distribution arm for the company's line of business communications solutions. Targeting small- to medium-sized businesses, Samsung BCS offers an elite line of telephony-based customer premise equipment (CPE) with dynamic architecture that can accommodate tremendous growth at low incremental costs to meet a variety of communications needs. As an innovator in convergence technology, Samsung's business communications systems combine traditional voice and data capabilities with wireline and wireless technologies providing fully integrated, converged communications platforms and applications. In addition to CPE, Samsung BCS also offers a comprehensive line of voice processing equipment, CTI applications and wireless solutions. For more information, please visit [www.samsung.com/bcs](http://www.samsung.com/bcs).

#### **About Samsung Telecommunications America**

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops, and markets wireless handsets and telecommunications products throughout North America.

#### **About Samsung Electronics**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of approximately US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of four main business units: Digital Media Business, LCD Business, Semiconductor Business, and Telecommunication Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

#### **About InfoTrack for Enterprise Communications (IEC)**

IEC is an ongoing global program of PBX, IP, Key/Hybrid, Hosted IPT and Centrex market analysis. IEC tracks line and system shipments by vendor and system size, revenue, market share and the embedded base, and forecasts shipments, the embedded base mix and revenues.

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