



## Press Release

### ***Now Mobile Instant Messaging with eBuddy on all Samsung telephones***

#### **Everywhere online chatting with Samsung mobile, eBuddy... and your friends**

Delft, 5 April 2007 – Samsung offers with eBuddy a Mobile Messenger Service for all Samsung users. At any time and location users can chat online with their friends. With this service Samsung is aiming to increase the use of online Instant Messaging and its data services. In the market for Open Mobile internet Samsung is striving for a leader position.

The eBuddy Messenger on the Samsung telephones works very simple. Press the 'i-button' on your Samsung phone and go to the Samsung Fun Club to 'Chat and Fun'. Without having to install anything, it is possible to chat on Instant Messaging networks such as MSN and Yahoo using eBuddy. The only requirement is a telephone with mobile internet access such as GPRS/Data subscription; otherwise the user pays normal data fees. Sign into a messenger account to start chatting.

The Samsung Fun Club is one of the biggest mobile portals in the Benelux. This internet community is visited by 25.000 mobile users per day. Point your mobile telephone to [mmm.samsung.nl](http://mmm.samsung.nl) to access the Samsung Fun Club.

The Mobile Messenger was developed by an Amsterdam company called eBuddy ([www.ebuddy.com](http://www.ebuddy.com)). Over the past half year the use of eBuddy on mobile telephones grew from 5% to 33% per month. Since the introduction of eBuddy around 5 million users have sent and received around 1 billion messages.

#### **About Samsung Electronics**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business, and Digital Appliance 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.

Samsung Benelux generates an annual revenue growth of 30 percent. Samsung Electronics Benelux employs 145 personnel, of which 95 at the head office in Delft and 50 at the Belgium office in Vilvoorde. For more information about Samsung Benelux please call 0900 20 20 088 (€0,10 p/m) or visit our website at [www.samsung.nl](http://www.samsung.nl)