



Access 360 Media And Samsung Team Up To Support The Launch Of The New Upstage Phone

“words. music.” Campaign To Reach Influential Young Adult Target Through In-Store Media Network

Los Angeles (June 14, 2007) - Access 360 Media, a leading young adult media network, announced today that it had launched Samsung’s “words. music.” campaign in support of its’ new UpStage mobile phone through its’ in-store network.

The campaign will highlight the UpStage mobile phone’s unique capabilities—that on one side it is a phone with Stereo Bluetooth Wireless technology and 1.3 megapixel camera and on the other side it is a music player with touch-sensitive media controls and a stereo speaker.

The “words. music.” campaign will be premiere through Access 360 Media’s retail partners For Your Entertainment (f.y.e.) on June 14, 2007 and at Journeys on July 1.

“It makes great sense to reach ‘the influentials’ through the Access 360 Media network’ and their leading retail partners,” said Dave Tompkins, Samsung’s Vice President, Marketing. “We believe in the power of reaching young adults when they are in the mind set to shop, with a charge card in hand, so this is a perfect media vehicle for the UpStage and Samsung.”

The “words. music.” program will run throughout June and July and will be supported with customized TV spots that run in both the in-store TV monitors and on the listening/viewing stations. There will also be content on the f.y.e. and Journeys websites and monthly email blasts to f.y.e.’s two million-plus “Backstage Pass” loyalty club members and Journeys million-plus active customers. Signage featured throughout both retailers will also support the UpStage in-store marketing campaign.

“As Samsung so smartly states in their ad campaign, ‘No one puts words and music together better’ and we think our media network is the perfect way to get that message across to a highly targeted young adult demo,” said Lon Otremba, Access 360 Media CEO. “Whether they are listening to a new CD or watching music videos on the in-store TV network, our ‘audience’ is passionate about music, and playing music on their phones.”

The creative was developed by Cheil Communications, Samsung’s Agency of Record and is offered exclusively through mobile carrier Sprint.

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About Access 360 Media

Founded in 2003, Access 360 Media is a media network that connects to over 50MM young adult (P12-34) consumers each month through the communication platforms that matter to them most—Retail, Online and Mobile. This multi-platform media network allows advertisers and retailers to fully integrate with young adult consumers by encouraging youth to engage and connect in the marketing message. Led by an experienced executive team Access 360 Media has partnerships with leading brands including Cingular, Wrigley's, Universal Music and Motorola and retailers including Journey's, Underground Station among many others. Access 360 Media programming is distributed in more than 2,200 locations in every DMA throughout the US. www.access360media.com

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. For more information, please visit www.samsung.com

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