



Samsung Launches Rich Media Campaign on Yahoo! and Yahoo! UK

Sunnyvale, CA -- December 16, 2002 -- Samsung Electronics announced today the launch of large rich media ads for its flat panel TVs on Yahoo! (www.yahoo.com) and Yahoo! UK (<http://yahoo.co.uk>) on December 16th and 17th.

The theme of the new rich media ad is "DigitAll Temptation," and a 17" Samsung LCD TV comes into view in the middle of the Yahoo! home page. As the ad unfolds on the site, a user will see a shot from Samsung's offline TV commercials, which shows the side view of the product. The image then moves to the upper right corner of the page as a banner. The final image shows an eye at a keyhole and invites the viewer to log onto the Samsung site with the words, "Go ahead. Get an eyeful."

The rich media ad on Yahoo! is a part of an aggressive online marketing campaign by Samsung Electronics this year. The campaign focuses on the company's LCD and PDP televisions to convey Samsung's technology leadership.

Samsung has developed the world's slimmest LCD TV and the largest-screen PDP TV, and these are being marketed to consumers under the single category of "Samsung Flat Panel TV."

The communication concept for the flat panel TV campaign, which includes a TV commercial, is "temptation." The campaign is being run mainly in Europe and the Americas. The rich media ad on Yahoo! is an online version of the "temptation" theme and complements the offline campaign. In addition, a new site has been created (www.samsungelectronics.com/wow/flatpaneltv) to give online users greater access to information on Samsung flat panel TVs. This site is linked to the rich media ad and aims to maximize the marketing effect during the Christmas season.

Park Seung Soo, Vice President of Global Marketing Operation at Samsung Electronics, commented on the purpose of the campaign: "The Internet is a more important marketing tool today than it used to be. We have determined that the influence of the Internet is growing rapidly and that we can pincast target customers with a rich message that has great impact. Thus, we decided to launch this campaign and plan to expand our online marketing activities in the future."

"We are very pleased that Samsung has chosen to enhance their marketing program with an aggressive online rich media campaign on Yahoo! and Yahoo! UK," said Jon Schwartz, vice president of sales, Yahoo!. "The use of rich media online enables marketers to develop ads that are more compelling and eye-catching to users than ever before, enhancing overall branding and marketing capabilities."

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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