

For Immediate Release
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Samsung Joins ZigBee™ Alliance as Promoter

Addition reflects growing interest by Asian Market

San Ramon, Calif., U.S.A. - The ZigBee Alliance today announced Samsung Electronics Co. Ltd. has joined Honeywell, Invensys, Motorola, Mitsubishi Electric Corporation, and Philips as a member of the ZigBee Board of Directors and a Promoter of the organization.

"The ZigBee leadership is very happy to have Samsung join the Alliance in this capacity," said Bob Heile, Chair of the ZigBee Alliance. "Samsung will make a significant contribution to the organization's leadership and broaden our influence into the Asian markets."

"We are pleased to be a part of the great effort by the ZigBee Alliance," said Bryan K.S. Chang, Principal Engineer, i-Networking Lab, Samsung Electronics Co. Ltd and new ZigBee Alliance Board Member. "We chose to be a part of the ZigBee Alliance because we believe in the standard they are creating and want to be a one of the leaders of the process. With this excellent opportunity and our in-depth understanding of integrated products and services, Samsung will greatly enhance its brand experience for our customers."

About Samsung Electronics Co. Ltd.

Samsung Electronics Co. Ltd. (SEC) is one of the top-ten electronics manufacturers in the world and an acknowledged leader in the digital convergence revolution. Since its inception in 1969, SEC has successfully transitioned from an analog driven product line to a cutting-edge and award-winning digital innovator that is currently the world's number one manufacturer of CDMA cell phones, LCD and CRT monitors, DRAM memory chips and microwave ovens. With worldwide electronic product sales of \$27 billion, over 64,000 employees in 89 facilities, and a global network in 47 countries, Samsung is truly a global giant and has been recognized as one of the world's Top 100 Brands by BusinessWeek magazine.

For the past half-century, Samsung employees' have been guided by a corporate philosophy that states, "We will devote our people and technology to create superior products and services, thereby contributing to a better global society." Today this corporate philosophy unites all Samsung affiliated companies.

For more information, please visit [http:// www.samsungelectronics.com](http://www.samsungelectronics.com).

About the ZigBee Alliance

Wireless control that simply works.

The ZigBee Alliance is an association of companies working together to enable reliable, cost-effective, low-power, wirelessly networked, monitoring and control products based on an open global standard. The ZigBee Alliance is a rapidly growing, non-profit industry consortium of leading semiconductor manufacturers, technology providers, OEMs and end-users worldwide. Membership is open to all. Additional information can be found at www.zigbee.org.

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