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FOR IMMEDIATE RELEASE:

RYMAX SPONSORS SAMSUNG'S FOUR SEASONS OF HOPE BENEFIT

For the fourth year, Rymax is proud to be a contributor to Samsung's charities for children

PINE BROOK, NJ—June 30, 2009—Rymax Marketing Services, Inc., the largest manufacturer's representative in the incentive industry, is proud to have sponsored Samsung's Four Seasons of Hope Gala for the fourth consecutive year.

Samsung's Four Seasons of Hope supports community-based foundations and charities headed by some of the most legendary sports figures. By raising awareness for these causes, Samsung and its partners have helped to raise funds for children and families facing incredible odds. Donations from the Four Seasons of Hope Gala will support the Jimmy Johnson Foundation, the Safe at Home Foundation, the Boomer Esiason Foundation, the Arnold Palmer Hospital for Children, the Dan Marino Foundation, and many others.

"Rymax and Samsung share the same passion to be the leaders in our respective industries and to support community-based foundations and charities," said Paul Gordon, Senior Director of Solution Sales at Rymax. "Our ability to create a legacy of helping others is very fulfilling and something that we plan to do for many years to come".

In addition to a Platinum sponsorship, Rymax also donated products for the gift bags and the auction, giving away handbags, jewelry, electronics, and other luxury items.

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About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national manufacturer's representative in the incentive industry. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.

About Four Seasons of Hope

Now in its eighth year, Samsung's Four Seasons of Hope is an innovative philanthropy program that combines the forces of major national retailers with sports, music and civic personalities, to benefit children, families and communities in need. For more information on Samsung's Four Seasons of Hope, please visit www.fourseasonsofhope.com.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, advanced digital consumer electronics, information systems and home appliance products. The SEA organization oversees the North American operations of Samsung including Samsung Telecommunications America, LP, Samsung Electronics Canada, Inc. and Samsung Electronics Mexico, Inc. Please visit www.samsung.com for more information.