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PRESS RELEASE

SAMSUNG COMMUNICATIONS AND TELSTRA BUSINESS SYSTEMS ANNOUNCE NEW PARTNERSHIP

Samsung Communications and Telstra Corporation are set to make an immediate impact on the Small to Medium Business (SMB) market with the signing of a commercial agreement between the two organisations to jointly market Samsung's OfficeServ 7000 series Enterprise IP Solutions via the highly successful Telstra Business Systems (TBS) program.

The powerhouse partnership will place the best of technology convergence in the hands of SMB's through the combined expertise of two of the world's leading communications providers in a single, flexible PBX – network services package.

"We are very excited to be working with Telstra," says Samsung Communication's General Manager, Brett McInnes. "Our organisations and brands each have a proven track record in the SMB market and now, under the Telstra Business System program, we aim to be Telstra's most proactive partner at all levels and realise the potential of our relationship quickly together. Our new partnership will prove to be a good win for Australian businesses."

Telstra's Director Business Development, Converged IP solutions, Sarah Palmer said, "Samsung Communications with their extensive experience in supplying world class unified communications solutions to small and mid-sized businesses in the competitive Australian market is a most welcome partner in our TBS Program".

Samsung is a global leader in the manufacture and supply of innovative consumer electronics, mobile telephony and IT products. It is one of the world's largest companies with global turnover exceeding \$100 billion and more than 170,000 employees. Samsung is one of the most recognisable brands in the world.

In 1989 Samsung entered the Australian telephone systems market as a supplier of Telstra's then Commander HX products before introducing its own brand in 1996. In that time, Samsung has established a strong reputation for cost effective, feature rich and reliable systems and sold over 120,000 systems into the market. Based on its success, Samsung continues to invest in the local market to secure its position as the leading communications solution provider for small and medium business.

The Samsung OfficeServ 7000 series range integrates the latest developments in IP technology with the intelligence and stability of traditional telecommunications technology. Whatever the size of the business, the Samsung OfficeServ range has a suitable converged communications solution to meet a customer's needs.

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As part of the new relationship, Samsung Communications and Telstra will leverage each other's product offerings through an expanded network of mutually aligned dealers across Australia. Samsung Communications expects it will take the TBS program to another level with strong brand recognition, a comprehensive product range, a national network of highly accredited and motivated dealers, and a "can do" attitude towards working with Telstra and its sales teams.

Telstra and Samsung Communications officially launched their partnership to their respective channels at a series of events in Melbourne and Sydney in October. These briefings were attended by senior management from Telstra and Samsung Communications, Samsung TBS Dealers and the various Telstra sales teams from Telstra Business and Telstra CountryWide.

Customers will be able to take advantage of this dynamic new partnership from November nationally.

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