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PRESS RELEASE

SAMSUNG COMMUNICATIONS TO SUPPORT TASMANIAN GOVERNMENT'S MOVE TO IP TELEPHONY.

Samsung Communications has been awarded to the Tasmanian Government's Small Sites IP Telephony (SSIT) panel contract for a period of three years.

The Tasmanian Government (Government), represented by TMD (a division of the Department of Premier and Cabinet) was seeking to enter into arrangements with a selected number of businesses for the supply of IP telephony infrastructure and/or services for around 400 small sites, across 12 Government Departments in metropolitan, regional and remote locations.

There was an overwhelming response to The Tasmanian Government's Request for Tender, after receiving a large number of high quality responses, of which Samsung Communications solutions and support offering was deemed a perfect fit to the Government's requirements. The fully featured Samsung OfficeServ 7000 series range of Enterprise IP Solutions has a telephony system suitable for any small to medium site business requirement.

"We are excited to be partnering with the Tasmanian Government to support the core operations and service delivery of key Government services and programs," says Samsung Communication's General Manager, Brett McInnes. "Samsung Communications have a proven track record in the SMB and Government market, and we will proactively advise and support the Government's various departments and agencies to provide the best-fit IP Telephony solution for their needs."

Samsung's OfficeServ 7000 series range of Enterprise IP Solutions integrate the latest developments in IP technology with the intelligence and stability of traditional telecommunications technology. The SSIT panel contract will also integrate with TASINET telephony services and Networking Tasmania II data services provided via The Government.

The Tasmanian Government's Small Sites IP Telephony (SSIT) contract commences in December 2009.

For further details about this media release, please contact:

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About Samsung

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.

Through innovative technology, distinctive designs, and a dual focus on convenience and value, Samsung has remained at the forefront of the digital revolution. A premium brand image has also powered Samsung's growth in the telecommunications category.

In 1989 Samsung entered the Australian telephone systems market as a supplier of Telstra's 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. Based on its success, Samsung Communications 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 range integrates the latest developments in Internet Protocol (IP) technology with the intelligence and stability of traditional telecommunications technology. –the Samsung OfficeServ range has a suitable converged communications solution for any sized business – from small single site businesses to large multi-site enterprises..

Today, Samsung Communications provides best-in-class unified communications, IP telephony and mobility solutions to businesses through its Accredited Partner channel to leading private sector businesses and Government organisations around Australia, Fiji and Papua New Guinea. Samsung Communications delivers state-of-the-art communication solutions that improve efficiency, collaboration, customer service and competitiveness for its customers.