



19 April 2010

MEDIA RELEASE

SAMSUNG COMMUNICATIONS APPOINTS PAUL BAILYE AS NATIONAL CHANNEL MANAGER, M2 COMMANDER.

Samsung Communications, leading enterprise IP communications solutions vendor/distributor, is pleased to announce the appointment of Paul Bailye as National Channel Manager.

In this position, Paul will have primary responsibility for the development and growth of Samsung Communications' business with the M2 Commander channel. This appointment follows the recent announcement of a partnership between M2 and Samsung Communications to offer M2 network services and Samsung OfficeServ IP PBX solutions to the Small to Medium Business market via Commander Centres nationally.

Paul moves to Samsung Communications from Unity Systems, which is a business unit of Distribution Central – an Avaya distributor. Brett McInnes, General Manager at Samsung Communications stated, "Paul joins us to be part of the vision and the strategic plan we are building towards at Samsung Communications and brings with him a reputation for professionalism and enthusiasm in his account management relationships. He will be great support to the Commander Centres."

Paul Bailye will be based at Samsung Communications head office in Melbourne from mid-April, 2010.

- Ends -

For further details about this media release, please contact:

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About Samsung Communications

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.

For more information on Samsung Communications visit www.samcom.com.au