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FOR IMMEDIATE RELEASE:

RYMAX SPONSORS SAMSUNG'S FOUR SEASON OF HOPE BENEFIT

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

PINE BROOK, NJ—June 19, 2008—Rymax Marketing Services, Inc., the largest manufacturer's representative in the incentive industry, is a proud sponsor of Samsung's Four Seasons of Hope Gala. This is their third consecutive year sponsoring and attending.

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

"Samsung supports many noble causes – it's a rewarding feeling to be contributing to something so important," says Dana Slockbower, Director of Marketing at Rymax. "As a partner to Samsung, we look forward to being a part it for 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

Headquartered in Pine Brook, NJ – Rymax makes incentives simple, effective, and most importantly – rewarding. Having a dedicated team, strategic partnerships, and technological resources, gives Rymax the ability to stay on the cutting edge of all incentive solutions. As the largest National Manufacturer's Representative in the Incentive Industry, we provide our clients with: Luxury Aspirational and Motivational Merchandise, Factory Direct Pricing, Total Incentive Solutions, and Complete Program Management. For more information please visit www.rymaxinc.com or call 800-379-8073.

About Four Seasons of Hope

Now in its seventh 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.