



Contact: Teresa Fereday
Publicis Dialog for Samsung
(972) 628-7524
teresa.fereday@publicis-usa.com

Stephanie Stewart
Publicis Dialog for Samsung
(972) 628-7787
stephanie.stewart@publicis-usa.com

Samsung Mobile Enterprise Solutions Group Announces 10 New Strategic Alliances

*Companies to Provide Security Solutions, Peripheral Devices, Connectivity
and Management Applications*

(ATLANTA, March 22, 2004) – Samsung Telecommunications America (Samsung) today announced its selection as the preferred hardware provider for 10 technology companies that are developing wireless solutions that meet the increasing demand for mobility from businesses in a number of vertical markets. This substantial expansion of its mobile enterprise solutions underscores Samsung's commitment to meeting customer needs and requirements that enable them to wirelessly empower their organizations, thereby increasing efficiency and productivity.

Using Samsung's Mobile Intelligent Terminal (MITs) wireless devices, each of these 10 companies play an integral role in the development of mobile enterprise solutions for various enterprise customers, including Memorial Hermann Healthcare System in Houston, GE Security and Schindler Group. Government agencies, hoteliers and cable operators also are currently testing these solutions on Samsung's MITs.

Samsung will showcase a sample of enterprise applications running on its MITs at the Samsung booth at CTIA from March 22 – 24, 2004, at the Georgia World Conference Center, Hall B, Booth #2415.

- more -

Each of the following 10 technology companies have selected the Samsung MITs to host the software solutions designed and described by them below:

Bluefire Security Technologies

Bluefire Security Technologies provides a complete security solution for wireless handheld devices that enable enterprise users on devices such as the Samsung i700 to protect their hardware and data and reduce enterprise security risks. Customers can leverage the Bluefire solution on the Samsung i700 to shield their handhelds from attacks such as data theft, and as a result, capitalize on the efficiencies that wireless technologies provide. (<http://www.bluefiresecurity.com>)

Brazen Software

Brazen Software provides Wireless Mobile and Dispatch applications targeted toward the Telco, Broadband and Utility markets. Brazen Software, running on the Samsung Windows Mobile™ i700 device, offers the ability to provide lower cost, higher value solutions to field personnel, which in turn drives a faster return on investment for clients. (<http://www.brazensoftware.com>)

Certicom Corp.

Certicom offers strong security through movianVPN to handheld devices such as the Samsung i700 without compromising performance or battery life. For over 15 years, Certicom has focused on developing and providing efficient security technologies. This expertise has resulted in a wireless VPN that is based on the IPSec standard and works with leading VPN gateways, handheld devices and wireless networks. (<http://www.certicom.com>)

Citrix Online

Citrix Online's product GoToMyPC PocketView empowers users of handheld devices such as the Samsung i700 Windows Mobile™ Pocket PC Phone to stay completely connected to the office with fast, easy and extremely secure access to all of the data applications on their desktops and corporate networks from a wireless Pocket PC device. (www.citrixonline.com)

Credant Technologies

Credant Technologies is the market leader in mobile security software. Its security and management software, Credant Mobile Guardian, allows organizations to centrally administer and locally enforce security policies on devices such as the Samsung Windows Mobile-based Pocket PC and Palm OS®-based phones to ensure that data is protected when stored on the device and transmitted over wireless networks. (<http://www.credant.com>)

Facility Management Engineering (FME)

FME is the industry leader in applying mobile technology for maintenance management solutions. FME is leveraging Samsung's open platform Windows Mobile™ i700 device to capture mission critical asset and work order data. Hotelier customers use FME's software on the Samsung i700 to close out corrective and preventative maintenance and capture actual labor and materials used. (<http://www.fmei.com>)

Infinite Peripherals

Infinite Peripherals developed the PP-55MSB, which is a portable payment device that is used in conjunction with the Samsung i700. Users can simply slide the i700 into the PP-55MSB's cradle and create a powerful one-piece solution. The PP-55MSB is capable of printing, reading a magnetic stripe and scanning a barcode while remaining small and light enough to fit in the palm of your hand. (<http://www.ipcprint.com>)

Intellisync Corporation

Intellisync Corporation provides organizations with a suite of software products and services that synchronizes and distributes information that is critical to employees, customers and partners. Intellisync's software enables secure, wireless synchronization between devices such as the Samsung MITs and essential enterprise applications, including corporate groupware. (www.intellisync.com)

JP Mobile

JP Mobile, a pioneer in mobile computing, has extended its Enterprise GroupWare applications (Exchange, Domino and GroupWise) and other line of business applications to include Samsung's Mobile Intelligent Terminals (the Palm OS-based i500, Windows Mobile-based i600 Smartphone and Windows Mobile-based i700 Pocket PC Phone), as well as several other WAP phones. (www.jpmobile.com)

Socket Communications Inc.

Socket Communications Inc. (NASDAQ: SCKT, PSE: SOK), the Mobile Connection™ Company, provides the broadest range of connectivity products for Windows Mobile-based Pocket PCs. Socket's SD I/O plug-in cards work with handheld devices such as Samsung's i700 Pocket PC Phone to expand its functionality by enabling WLAN connectivity to Verizon Wireless Hot Spots, bar code scanning and connectivity to Bluetooth-enabled products. (<http://www.socketcom.com>)

About Samsung Telecommunications America

Samsung Telecommunications America, a Dallas-based subsidiary of Samsung Electronics Company, Ltd., researches, markets and distributes wireless handsets and telecommunications products throughout North America. For more information, see STA's website at www.samsungusa.com/wireless.

Samsung Expands Enterprise Program
Page Four

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunications, flat panel display and digital convergence technology. Samsung Electronics employs approximately 75,000 people in 89 offices across 47 countries. The company is the world's largest producer of CDMA mobile phones, memory chips, TFT-LCDs, monitors and VCRs. Samsung Electronics consists of six main business units: Corporate Technology Operations, Digital Media Business, Telecommunication Network Business, Digital Appliance Business, Semiconductor Business, and LCD Business. For more information, please visit <http://www.samsung.com>.

###