

PRESS RELEASE

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627-Square-Foot Video Wall Featuring State-of-the-Art Samsung LCD Technology now on Display at McCarran International Airport

LAS VEGAS – McCarran International Airport and Samsung Electronics America showcased a 100-screen video wall before media and advertisers today at the airport's D Concourse Rotunda, tipping the hat to delegates of the 2011 International Consumer Electronics Show to be held in Las Vegas Jan. 6-9. The screen's visual catch comes from the ultra-thin bezel around each monitor that gives the appearance that the tiled formation is one solid piece.

The giant display measures 33 feet by 19 feet and is expected to be the largest-known video wall in a U.S. airport. Samsung and McCarran officials are pursuing this lofty claim with an application to the Guinness Book of World Records. Word from the authority on record-breaking achievement is expected within 60 to 90 days.

"McCarran is one of the most technologically driven airports in the aviation industry," said Director of Aviation Randall H. Walker. "We're at it again with this landmark digital video wall. Its eye-catching stature allows the airport and advertisers to speak to travelers from all corners of the world, and also presents a unique opportunity to increase revenue."

Offering up to four-times the standard high-definition quality, the panoramic display is expected to be an immediate hot spot for advertisers in high-end fashion, jewelry, entertainment, dining, auto and special events. Once the airport's new Terminal 3 opens in 2012, the video wall is expected to garner even more attention from the ad community due to its location directly above the Terminal 3 tram station.

This display is only one element of the new comprehensive digital video network at McCarran. Four smaller displays are located at the airport's A, B and C concourses using three to 10 screens each.

Alliance Airport Advertising, which manages McCarran's indoor advertising contracts, is largely responsible for solidifying the McCarran-Samsung partnership. Its efforts included drafting plans for the engineering and installation of the final digital video network. Alliance estimates that the video walls will produce an additional \$500,000 to \$1 million in gross advertising revenue for the airport each year.

"This project has taken hundreds of hours of research and collaboration among Samsung, McCarran, Alliance and the multiple contractors who designed, built, installed and operate this system," said Shauna Forsythe, chief executive officer of Alliance. "The quality and clarity of our new digital advertising network will surpass anything in the industry and will provide advertisers a new and engaging way to reach the upscale traveler."

"Samsung is a world leader in display technology and we saw this as a great opportunity to display our product in a world-class airport that attracts visitors from around the world," said Doug Albregts, vice president of sales and marketing at Samsung Electronics America. "We are proud to partner with McCarran International Airport to showcase this state-of-the-art digital video display network."

About Alliance Airport Advertising

Alliance Airport Advertising, a division of Alliance Corporation, is a Nevada-based company that specializes in creating compelling advertising, branding and sponsorship programs in airport environments.

About Samsung Electronics America Enterprise Business Division

Based in Ridgefield Park, N.J., Samsung's Enterprise Business Division (EBD) is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC), the world's largest technology company based on revenue. As one of the fastest growing IT companies in the world, Samsung EBD is committed to serving the needs of consumers ranging from the home user to the Fortune 500 elite and supporting the valued channel partners who serve our customers. Samsung EBD offers a complete line of award-winning color and mono-laser printing solutions, desktop monitors, laptop computers, digital signage solutions and projectors. For more information, please visit www.samsung.com or call 1-800-SAMSUNG.

Editor's Note: Pool video from today's unveiling event will be made available courtesy of Samsung Electronics America. To download broadcast-quality b-roll, please visit <http://www.samsung.com/us/NewsroomMedia/>. If you have trouble accessing the video, please contact Diedra Wylie at (201) 937-0268.

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