| Press Release

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WORTEN HOLDS AN I-TECH RACE TO CELEBRATE THE LAUNCH OF THE SAMSUNG GALAXY S5

Worten in running a series of events on Friday, 11 April in three stores to celebrate the launch of the Galaxy S5 model and the Gear line. It is called the "Worten I-Tech Race", and, just as the name says, it consists of a race where the participants have to find a Samsung Galaxy S5, a Gear Fit and a Gear 2. The race begins in the Worten stores in Guimarães, Vasco da Gama and Fórum Montijo at 7 p.m.

Participants have to enrol at the respective stores with the event organisers, who are all easy to spot, between 2 p.m. and 6:30p.m.

The challenge is to find the Samsung Galaxy S5, Gear Fit and Gear 2 that have been hidden in each of the three stores, put the item in its packaging and hand it in to the organiser. The participants then have to measure their heart rate and answer three multiple-choice questions.

The three participants in each store who give the right three answers, who find the items quickest and who have the lowest heart rate win the new Samsung Galaxy S5.

The Samsung Galaxy S5 and the wearable Gear line hit the Portuguese market on 11 April and Worten couldn't let a date like this go unnoticed. So the brand is running this quite original, enjoyable event to gain new customers and celebrate these latest gadgets to hit the market.

See www.worten.pt. for further details about this competition.

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