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Samsung Signs on to Support Upcoming MPS Conference as Platinum Sponsor

Samsung to use conference as platform for major MPS announcement

Lexington, KY – April 21, 2009 – The Photizo Group, leading research firm specializing in the analysis of the printing and imaging industry, announces that Samsung Electronics America, Inc. has joined the upcoming MPS Conference as a Platinum Sponsor. In addition, Samsung plans to use the conference as a platform for a major announcement involving the MPS market. Samsung Electronics America, Inc., a subsidiary of Samsung Electronics Corporation, is the world's second-largest manufacturer of laser printer engines.

“We are thrilled to have a company of Samsung’s stature join the impressive line up of conference sponsors,” said Ed Crowley, founder and CEO of the Photizo Group. “This participation by Samsung bodes well for the providers and users of MPS programs, as we all work together to improve this industry for everyone.”

“The MPS Conference promises to be an industry-defining event as it brings together a committed group of professionals who recognize the value and opportunity of MPS engagements. We believe MPS programs offer significant advantages for our customers and partners through the utilization of our unique offerings,” said Mr. Chin Yoon, Vice President of Samsung Electronic Corporation’s Solutions Development Group. “Our engagement in this niche enables Samsung and its solution providers the opportunity to strengthen their relationships within the industry and provide an infrastructure consistent with the goals of our printing business.”

[NOTE TO EDITORS – Samsung will hold a press conference at the MPS Conference on Monday, April 27. For information about the press conference, please contact Terri Crowley of Photizo Group at terri@photizogroup.com or 859-873-4518.]

ABOUT THE MPS CONFERENCE

The first annual Managed Print Services (MPS) Conference takes place April 26 – 28, 2009 at the Omni La Mansion del Rio in San Antonio, Texas. The conference is dedicated to MPS decision makers, providing them with a forum to network and to share their experiences and knowledge with other MPS professionals. The educational event features panel discussions, interactive sessions and case studies, with speakers who are MPS practitioners from a range of

companies with practical, real-world experience. The conference benefits companies that have existing MPS programs and those considering launching an MPS engagement. The conference will also be the venue for presentation of the first MPS Leadership Awards for excellence in MPS programs and practices. Registration for the two-day event is \$995. For more information on the MPS Conference, registration, sponsorship and speaker opportunities, please go to <http://www.managed-print-services.com/>.

ABOUT SAMSUNG ELECTRONICS AMERICA INFORMATION TECHNOLOGY DIVISION

Samsung's Information Technology Division (ITD) is one of the fastest growing IT companies in the U.S., and is committed to serving the IT needs of consumers ranging from the home user to the Fortune 500 elite, and supports the valued channel partners who serve our customers. Offering innovative solutions and award-winning designs, Samsung ITD presents a complete line of award-winning color- and mono-laser printing solutions, desktop monitors, notebook computers, digital signage solutions and projectors. Based in Ridgefield Park, N.J., ITD is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC). For more information, please visit www.samsung.com or call 1-800-SAMSUNG.

ABOUT THE PHOTIZO GROUP

The Photizo Group is a leading research firm specializing in the analysis of the printing and imaging industry and specifically the Managed Print Services market. Photizo has become the market's main source for ongoing business intelligence about the rapidly growing opportunity of MPS. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

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