



## Press Release

### Samsung Electronics Germany to be a New Partner of the Berlinale

Samsung Electronics Germany will be a new Third Partner of the 63rd Berlin International Film Festival.

As part of its Berlinale partnership, Samsung will expand its commitment to new creative talent in the area of film and launch the "Samsung Smartfilm Award".

"Promoting film in all its variety and inspiring audiences is a mission central to the Berlinale. We're pleased to have a strong partner such as Samsung at our side, dedicated to supporting us in this goal," comments festival director Dieter Kosslick.

Hans Wienands, Senior Vice President of Samsung Electronics, sees the partnership as a major opportunity for the Samsung brand: "The Berlinale captivates hundreds of thousands of creative people every year. Giving this creativity, inspiration and diversity a channel for expression -- that's what our brand stands for with its smart technologies. The partnership with the Berlinale offers us an opportunity to be seen and heard at one of the largest film festivals worldwide."

Georg R. Rötzer, Corporate Marketing Director of Samsung Electronics, adds: "With its technologies, Samsung touches and connects more people around the world than any other company. We are constantly amazed at how they use our technology, discovering new applications and expressing themselves medially. We want to encourage people to explore all their possibilities with smart products."

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