



PRESS RELEASE

Samsung strengthens partnership with ECS for ICT distribution in Malaysia

- *ECS to distribute Samsung notebooks and Galaxy Tab via its distribution channel of 2,500 resellers nationwide*
- *Samsung aims to be the top five notebook brands in Malaysia by 2012*

Kuala Lumpur, Malaysia, 25 January 2011 - Global leading consumer electronics provider, Samsung has strengthened its partnership with leading ICT distribution hub ECS ICT Berhad (“ECS”, “佳杰科技”; Bloomberg: ECS MK; Reuters: ECSI.KL) to distribute the entire range of Samsung notebooks and Galaxy Tab to the Malaysian market.

Samsung’s Malaysia unit, Samsung Malaysia Electronics Sdn Bhd today signed the distribution agreement with ECS Astar Sdn Bhd, a wholly-owned subsidiary of ECS. In addition to distributing Samsung notebooks, ECS will also be the authorised distributor for Samsung’s Galaxy Tab through the IT channel in Malaysia.

Prior to this, Samsung Malaysia had appointed ECS as its distributor for LCD monitors in 2005, printers and consumables in 2009, and Large Format LCD monitors in 2010.

ECS Managing Director, Foo Sen Chin, said, “ECS is deeply honoured to be entrusted with distributing another exciting range of Samsung high-value products, and believe that this is the result of our excellent performance in the past. We expect these additional Samsung products will contribute positively to the Group’s financial performance in FY2011 and onwards.”

Foo added, “ECS will continue to keep up our commitment to enhance our reseller base, to enable our suppliers to leverage on our wider distribution network nationwide. We at ECS take pride in being the distributor of choice for an extended range of Samsung products, as it reinforces our position as a leading ICT distribution hub in Malaysia.”

Samsung Malaysia’s Managing Director, Yu Jai Sul, said, “The Malaysian market is very close to our hearts, with its thriving business community, and ever-growing population of technologically-savvy users. This strengthens our resolve to introduce new products, and make them more accessible to the man on the street.”

“Our collaboration with ECS in the past 5 years has yielded very positive results, and we hope to repeat this success with the range of notebooks and tablet. In fact, with this reinforced collaboration with ECS, we target to increase our market share to be among the top five notebook brands in Malaysia by 2012,” continued Yu.

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About ECS ICT Berhad

ECS ICT Berhad (“ECSB”), an MSC-status company, and its group of subsidiaries started in 1985 with the establishment of ECS KU Sdn. Bhd. Today, the Group is a leading distribution hub for Information & Communications Technology (“ICT”) products in Malaysia via ECS ASTAR Sdn. Bhd. and ECS PERICOMP Sdn. Bhd. Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, ECSB is an associate company of ECS Holdings Limited, a Singapore Exchange main board company which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 21,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

ECSB distributes a comprehensive range of ICT products comprising notebooks, desktop computers, printers, software, network and communication infrastructure, servers, and enterprise software from more than 30 leading principals like Hewlett Packard, IBM, Cisco, Microsoft, Apple, Oracle, Epson, Samsung, Buffalo, Adobe, Juniper, Blue Coat, VMWare and Google.

With a nationwide channel network of more than 2,500 resellers comprising retailers, system integrators and corporate dealers, ECSB also provides value-added product support and technical services. In 2009, ECSB’s revenue surpassed RM1.3 billion with a compounded annual growth rate of 24.5% for the past 5 years. In the 9 months ended 30 September 2010, ECSB’s total group revenue stood at RM956 million.

For more information, please visit www.ecsm.com.my.

About Samsung Electronics Co., Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 174,000 people in 193 offices across 66 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

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