

Samsung celebrates 30 million global sales of Galaxy S, Galaxy S II

SEOUL, SOUTH KOREA/JOHANNESBURG, SA: Samsung Electronics Co., Ltd, a leading mobile handset provider, has announced that its Samsung Galaxy S and Galaxy S II smartphones have achieved a combined total of 30 million global sales.



Galaxy S II has set a new record for Samsung, generating more than 10 million sales - quicker than any device in Samsung's history. The device also recently received five out of the total ten Mobile Choice Consumer Awards 2011 in the UK as well as 2011 Gadget Award for being chosen as the best smartphone of the year by T3. It continues to gain traction as Samsung's flagship smartphone - a slim and ultra-portable device combining viewing experience with powerful dual-core processor performance.

Launched in 2010, Samsung Galaxy S reached almost 20 million sales, making it the highest-selling mobile device in Samsung's portfolio to date and another record-breaker for the company and the mobile market.

Since launching two years ago, the Galaxy S range has continued to gain popularity among consumers and propelled the Galaxy brand to reputedly one of the most recognised mobile brands in the world, with Samsung now claimed to be the largest Android smartphone vendor and the second largest phone vendor overall worldwide, according to IDC.

"Since its launch 5 months ago internationally and only 3 months locally, the Galaxy S II has seen tremendous sales success and garnered enthusiastic reviews from consumers and mobile industry watchers across the globe. This is in addition to the continued sales momentum behind Galaxy S, which we launched at Mobile World Congress 2010 and continues to be a run-away success with consumers," said Paulo Ferreira, head of Mobile Product and Business Solutions at Samsung

"The phenomenal success of these smartphones once again demonstrates how the Galaxy S smartphones is setting the

standard for smart mobile technology around the world," concludes Ferreira.

For more information, go to www.samsung.com.

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