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Samsung and Susan G. Komen for the Cure® Support European Charity Programmes Through \$250,000 Grant Scheme

CHERTSEY, UK – 1 September 2009: Susan G. Komen for the Cure®, the largest breast cancer advocacy organization in the world, and Samsung Electronics Europe, a leading corporate supporter of breast cancer charities in Europe, have today announced details of the European charity programmes benefiting from its Breast Cancer Initiative.

Launched in November 2008, the Samsung Breast Cancer Initiative within the Susan G. Komen for the Cure Global Promise Fund®, provides funding opportunities to non-profit and non-governmental organizations (NGOs) working within Europe for the promotion of breast health awareness, through education and outreach programmes.

Seven charities from across Europe were awarded grants to support local breast cancer awareness projects, amounting to \$250,000*. The projects include undertaking community profile research in Germany, developing a dedicated Breast Cancer web portal in Italy, providing an outpatient support centre in Poland, delivering a Service Pledge in Scotland, employing an Outreach Manager in Portugal, implementing a Youth Breast Cancer Awareness Campaign in Greece and a Postcards for Breast Cancer Screening programme in Belgium.

Samsung Electronics Europe President & CEO, Sang Heung Shin, said "It's wonderful to see first hand how the money raised by Samsung customers, business partners and employees is helping in the fight against breast cancer in Europe."

"Samsung is committed to supporting breast health awareness and education programmes, and aims to use its profile to help raise awareness amongst women and men of all ages across Europe," said Sang Heung Shin.

European charities working with Samsung across the 17 participating countries were invited to apply for a grant of up to \$75,000 for projects which met set criteria. This included providing breast cancer outreach and education services, demonstrating responsiveness to local or regional needs and highlighting a degree of innovation in the campaign or project.

“Breast cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women worldwide. Early detection is the best way to save lives,” said Susan G. Komen for the Cure President & CEO Hala Moddelmog. “The Samsung Breast Cancer Initiative within the Susan G. Komen for the Cure Global Promise Fund® helps to raise breast health awareness in European countries, particularly where economic or cultural issues are barriers to even the most basic of care.”

In 2008 Samsung raised \$3 million for European breast cancer charities through various fund-raising activities - including mobile phone sales, collection boxes and sponsorship. \$250,000 was allocated to the Samsung Breast Cancer Initiative within the Susan G. Komen for the Cure Global Promise Fund®. \$2.75 million was distributed to breast cancer charities across Europe in 2008.

This year Samsung will work with European charities to help educate women of all ages to be ‘breast aware’. Further information will be made available in September.

- Ends -

More Information on Charity Projects:

UK:

Breakthrough Breast Cancer has made a strategic decision to extend its work into Scotland and has been awarded a grant to deliver its Service Pledge for Breast Cancer in this part of the UK. The Service Pledge is a tool to help patients and healthcare professionals work in partnership to improve local breast cancer services at a local level. Patient surveys and interviews are carried out with trained patient interviewers to gather information about what patients think of the current service. Patient Representatives are then involved in reviewing the survey findings and working with local teams to identify areas for improvement. A leaflet is produced to inform patients on what to expect from their breast service and sets clear goals for improvement.

Belgium:

Think-Pink’s goal is to raise breast cancer awareness among Belgian women. The charity has been awarded a grant for its Postcards for Screening programme which aims to build awareness among women to get their breast cancer screening on time. A minimum of 300,000 free

postcards will be distributed as magazine inserts and through displays in public areas such as restaurants, bookstores and libraries.

Germany:

Susan G. Komen Deutschland, e.V.TM has been awarded a grant to undertake a community profile research project in three large regions of Germany – Cologne/Bonn, Rhein-Main-Neckar, and Emsland/Münster. The research will help the charity understand the state of breast cancer in these areas, so they can achieve more targeted work and ensure locally raised funds can be invested effectively.

Greece:

The Pan-Hellenic Association of Woman with Breast Cancer 'Alma Zois' has developed a specific campaign to educate male and female high school students on breast cancer, prevention and early-detection methods. Alma Zois has been awarded a grant to support the Youth Fight Breast Cancer programme, which will inform more than 2,000 high school students directly and additional students and adult females indirectly through printed materials. This is the first time Greece has done a holistic health education programme on breast cancer for students.

Italy:

Susan G. Komen ItaliaTM has been awarded a grant to build a Breast Cancer web portal to help raise awareness and provide education information to reach 100,000 women online. The Portal will also allow users to share experiences, promote events and fund-raising activities, and join an online support community. Additionally, it will provide an interactive and dynamic meeting point where Komen Italia, its partners and people can act and promote local initiatives.

Poland:

Amazonki helps women with breast cancer during treatment and rehabilitation after mastectomy and has secured funding to provide an Outpatient Support Centre. The Centre will be the first of its kind in Poland and will provide patients and their families with professional care, education and comprehensive information about breast cancer, as well as vital support.

Portugal:

Laço Association has been awarded a grant to recruit the first Laço Outreach Manager. The new manager will be responsible for developing Laço's community information programmes - including designing tailored materials about breast cancer for high schools, local public health centres and company health units. The manager will also be responsible for expanding the volunteer nurse workshop programme.

Notes to Editors:

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. 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

About the Susan G. Komen for the Cure Global Promise Fund®

The Susan G. Komen for the Cure® Global Promise Fund is dedicated to reaching underserved people in areas where breast cancer death rates are highest by increasing breast health awareness; improving access to detection and treatment; recruiting and funding medical staff; providing services to breast cancer survivors and their families, and recruiting and training lay ambassadors to promote breast cancer awareness and treatment messages in underserved areas around the globe.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

* \$247,200 allocated in 2009, \$2,800 carried forward to 2010 programme