



# DIGITAS

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**YOU ARE WHAT YOU SHARE, SO THR!VEON!**

## **Samsung & Digitas' New Thr!veOn Game Takes Facebook Sharing to the Next Level**

**NEW YORK** - August 23, 2010 - Samsung Electronics Co. Ltd., a leading mobile phone provider, and Digitas ([www.digitas.com](http://www.digitas.com)), a leading global integrated brand agency, announce Thr!veOn, a new experience that intersects social gaming and social utility.

Thr!veOn invites Facebook users to add a layer of excitement beyond what they are already sharing on Facebook - status updates, photos and videos, by providing them access to compile their world into a custom built creative environment. The information users are sharing cumulates to build a profile of colors and images that defines who they are on Facebook.

It's a whole new way to see yourself and is available now for download now at [www.facebook.com/samsungmobileglobal](http://www.facebook.com/samsungmobileglobal). Samsung is listening to what their consumers want and has responded to it. By providing an outlet of creative self expression and creating a platform where users are already sharing, Samsung is one step closer to identifying and connecting with what's important for a brand that markets to digitally engaged consumers.

"While technology is always changing, Samsung Mobile is committed to providing people with the best opportunity to share who they are. This is why we join our customers in celebrating the many wonderful ways that sharing occurs in the world," said YH Lee, Senior Vice President of Samsung's Mobile Communications Business.

"People enjoy sharing because it is a means to self-identify," said Seth Solomons, Global CMO at Digitas. "We've worked with Samsung to enhance the digital sharing experience while connecting users with their passions and bringing them to life."

Start Thriving now at:

[http://www.facebook.com/SamsungMobileGlobal?v=app\\_123499441027549&ref=ts](http://www.facebook.com/SamsungMobileGlobal?v=app_123499441027549&ref=ts)

### **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 188,000 people in 185 offices across 65 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](http://www.samsung.com).

### **About Digitas**

Digitas is a leading global integrated brand agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates

the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577) is the world's third largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 45,000 professionals.

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