

MWA Intelligence and Samsung Electronics Forge Strategic Alliance to Embed Intelligent Device Management into Samsung Printing Solutions

The Strategic & Joint Product Development Efforts Address The Need For Managed Print Services and Customer Service

SCOTTSDALE, Ariz. — February 12, 2009 – MWA Intelligence, Inc. (MWAi), a leader in enterprise-class M2M (machine-to-machine) and M2P (machine-to-people) solutions and services, today announced a strategic partnership with Samsung Electronics Co., Ltd., the world's second largest laser printer manufacturer, to drive greater dealer profitability and end-user satisfaction through integration of MWAi's Intelligent Device Management™ (IDM).

MWAi's IDM™ technology, enabling remote device monitoring, will soon be embedded into Samsung's line-up of high-speed black-and-white and color digital multifunction devices targeting the business-to-business and dealer market. Further, Samsung CounThru™, total print management solution, will be integrated with MWAi's IntelliDashboard™ reporting utility. This powerful jointly developed solution will be demonstrated at the upcoming ITEX 2009 event in March 17-20, 2009 in Las Vegas, NV.

“Samsung is to be commended for its proactive approach to meeting the needs of their growing customer base in North America,” said Michael Stramaglio, CEO and President of MWAi. “End users expect accurate billing that does not require their involvement, while dealers require the timely acquisition of meter reads, real-time consumable levels and service information to operate most effectively.”

This enhanced offering is the result of a newly forged strategic partnership between Samsung Electronics Co., Ltd. and MWAi, designed to maximize synergies between the world's second largest laser printer manufacturer and the world's leading innovator of M2M remote asset management and workforce automation solutions. The companies are committed to strategic partnership primarily focused on embedded solutions and driven by customer and market demand for office equipment in 2009.

Speaking on the partnership, Mr. JH Kim, President, Information Technology Division, Samsung Electronics America Inc, said, “Our collaboration with MWAi will help us provide scalable and robust printing device management solutions for enterprise customers.” He added, “We believe that MWAi has leading-edge device management solutions and the strategic partnership will expand our presence into the fast growing office equipment marketplace. Samsung will continue to bring additional innovative solutions to the market and support our customers through carefully chosen solution partners.”

About MWA Intelligence, Inc.

MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform-independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate company's unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line. For more information, please visit www.mwaintelligence.com.

About Samsung Electronics America Information Technology Division

Samsung's Information Technology Division (ITD) is one of the fastest growing IT companies in the U.S., and is committed to serving the IT needs of consumers ranging from the home user to the Fortune 500 elite, and supports the valued channel partners who serve our customers. Offering innovative solutions and award-winning designs, Samsung ITD presents a complete line of award-winning color- and mono-laser printing solutions, desktop monitors, notebook computers, digital signage solutions and projectors. Based in Ridgefield Park, N.J., ITD is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC). For more information, please visit www.samsung.com or call 1-800-SAMSUNG.

About Samsung Electronics Co. Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main 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.

Contact

Chavonne Jones
MWW Group
for Samsung Electronics America
Information Technology Division
(201) 964-2456
cjones@mww.com

Hiro Ueda
VP of Business Development & Market Strategy
MWA Intelligence, Inc.
480.538.5931
hiro.ueda@mwaintel.com