



NVIDIA and Samsung Expand GALAXY Smartphones With New GALAXY R Smartphone

World's Largest Android Smartphone Maker Ships First Tegra-Powered Super Phone

SANTA CLARA, CA -- NVIDIA and Samsung Electronics announced the latest GALAXY smartphone, the GALAXY R, which sports a 4.19-inch screen, features the NVIDIA® Tegra™ 2 mobile super chip and the Android 2.3 (also known as Gingerbread) operating system.

Samsung's GALAXY smartphones are among the world's most popular handheld devices.

The GALAXY R gives more consumers the opportunity to enjoy the never-before-seen experiences enabled by Tegra, the world's first mobile processor with a dual-core CPU. The GALAXY R also features a GeForce™ GPU for fast Web browsing with hardware-accelerated Adobe Flash Player support, full HD video and console-quality gaming.

Using the GALAXY R, consumers can multitask efficiently, surf the Web quickly with fast-loading pages and Flash-based content and enjoy HD movies. They can also access Tegra-optimized games through the *Tegra Zone* app on Android Market.

"Samsung's newest super phone shows off Tegra's multimedia power, and is a great example of what consumers expect from one of the world's top phone makers," said Michael Rayfield, general manager of NVIDIA's mobile business.

The GALAXY R features:

- Tegra 2 super chip
- 4.19" WVGA Super Clear LCD touchscreen
- Android 2.3 (Gingerbread) operating system
- 720p HD video capture and 1080p Full HD playback (DivX, WMV, MP4, H.264 B/P only)
- Built-in memory of 8GB and support for 32GB Micro SD
- Size: 125.7 x 66.7 x 9.55 mm
- Weight: 131 grams

The GALAXY R is available in Sweden, and is coming to other regions soon, including North & Eastern Europe, South East & West Asia, Middle East Asia, and China.

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and mobile phones to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,900 issued patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see www.nvidia.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

Certain statements in this press release including, but not limited to statements as to: the benefits, features and impact of the Tegra processor, Tegra Zone and NVIDIA GPUs; the market for Tegra 2 super chips; and the effects of the company's patents on modern computing are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of faster or more efficient technology; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-Q for the fiscal period ended October 31, 2010. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of

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