



Jim Sanduski

*Vice President of Marketing for the Visual Display Products Group
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James (Jim) Sanduski, Samsung's Vice President of Marketing for the Visual Display Products Group, leads the team responsible for Samsung's award-winning visual display product line. The extensive product line includes HD Projection TV, Plasma TV, LCD TV, both HD and analog direct view TV, and TVCR/TDVD product categories.

Since joining Samsung as National Marketing Manager for Video Products (VCR & Camcorders) in April 1994, Sanduski has contributed to a number of key initiatives. These include a corporate re-engineering and SAP R/3 computer system implementation task force project in 1995, launching the GXTV video game TV in 1996 and launch of the Tantus line of premium televisions in 1998.

Prior to joining Samsung, Sanduski spent five years at Sony Electronics and four years at GE in various marketing and financial positions, respectively.

Sanduski is a member of the Academy of Digital Television Pioneers, a group of 150 executives from the broadcasting, program development, CE manufacturing and retailing industries who have played a significant role in the development of HDTV.

Sanduski holds a Bachelor of Science degree in Business Administration with distinction from the University of Nebraska, and an MBA degree from Harvard Business School. In addition, Sanduski earned a Diploma of Superior Proficiency in Japanese Language and Culture from Nanzan University in Nagoya, Japan during a two-year undergraduate study-abroad program.

Samsung Electronics America, Inc. (SEA)

Is a wholly-owned subsidiary of Samsung Electronics Co. Ltd., EC, and is comprised of the Digital Consumer Electronics Division (DCED), based in Ridgefield Park, NJ, and the Digital Information Technology Division (DITD), headquartered in Irvine, CA. The SEA organization also oversees the North American operations of Samsung Telecommunications America, Samsung Electronics Canada and Samsung Electronics Mexico.

As a subsidiary of an established leader in the worldwide electronics market, SEA is continually expanding its position within the U.S. market. Samsung's mission is to provide consumers with innovative digital convergence products that possess exceptional technology, quality, features, performance and value. Throughout the following categories, Samsung holds true to this mission by offering a broad range of award-winning products that are backed by industry-leading warranties as well as enhanced customer service and technical support programs.