



Innovative accidental damage warranty unveiled for Samsung GALAXY S4

Screen and liquid damage cover – a first from a device manufacturer level

Johannesburg, South Africa – April 27, 2013 –At the launch of the new Samsung GALAXY S4, Samsung Electronics Africa announced that it will be providing Pan African* customers with a 24-month Accidental Damage from Handling (ADH) warranty to cover screen and liquid damages to the GALAXY S4 at no extra charge, a world first from a device manufacturer level.

“This warranty is yet another way Samsung is showing its commitment to customer service by introducing it as standard on the GALAXY S4 and will be extended to other Samsung devices in the months to come, ” says George Ferreira, VP and COO of Samsung Electronics Africa.

The ADH will be incorporated into the existing 24-month standard factory warranty on the GALAXY S4. After purchasing the device, customers will need to register it through the Samsung e-Warranty service at www.samsung.com. In the event of damage, the customer will then be able to take the device to an authorised Samsung Service centre. The Samsung Service centre will replace the screen or board free of charge with no incident fee having to be paid by the customer. This warranty will cover only screen and liquid damages. Customers will be limited to two incidents per 24-month period that can be two screen, two liquid, or one incident of each.

“We are excited about this warranty as it provides customers across Africa with access to the very best service level agreements. Samsung understands the unique needs of its customers and this is another value-added service the company is introducing to provide them with comprehensive service assistance in the event of accidental handling damage to their devices,” concludes Ferreira.

*Countries where Samsung ADH is currently available include the following:

South Africa	Namibia
Nigeria	Zambia
Kenya	Mauritius
Ghana	Uganda
Senegal	Cote d’Ivoire
Sudan	Angola
Tanzania	Botswana
Ethiopia	Mozambique

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Please include the name & contact details of the country manager

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