

KANG DECLARATION
EXHIBIT 15

EXHIBIT 16

FILED UNDER SEAL

Objectives	<ul style="list-style-type: none"> ▪ Increase awareness of the Galaxy S II launch; drive pre-registrations and pre-orders
Description	<ul style="list-style-type: none"> ▪ Sprint was disappointed by pre-registration numbers of Epic and believes by working with us, we can build higher pre-registrations and pre-orders. ▪ We have not had a joint PR event for the last two years with Sprint. Sprint requested this event for Gaudi. ▪ We did not allow a joint PR event on Epic and Sprint believed this, in part, led to lower pre-registration numbers for Epic versus Evo. We also did not have time to allow for PR event for Nexus S 4G. ▪ Samsung committed to Sprint at the Executive Summit on 12/21/2010 that we would join Sprint in doing a separate PR event around Gaudi. ▪ See attached slide for further detail on the event.
Cost	<p>█</p> <ul style="list-style-type: none"> > This is splitting █. Please see attached Excel sheet for an estimated break-out of costs.
Return	<ul style="list-style-type: none"> ▪ Having higher pre-registration numbers drives higher pre-orders and higher initial POs. ▪ If we sell an incremental 3,000 units, we will have broken-even or covered the cost of the event. (We had █ pre-registrations for Epic and █ for Nexus S.) ▪ We are estimating a 5% lift from this program or 20,000 incremental units.
Milestones	<ul style="list-style-type: none"> • Planning meetings happening with Sprint weekly.

Galaxy S II PR Plan: Launch

- **Launch the FIRST Galaxy S II with Sprint:**
 - **Timing: August 18th**
 - Host a media/key influencer news conference/launch event in New York City to kick off the launch of the **FIRST** Galaxy S II phone
 - Extend media invitation list beyond tech and online media to focus on entertainment media/trades (Variety, Entertainment Weekly, etc.) and long-lead lifestyle media outlets (i.e. Cosmopolitan, Men's Journal, etc.)
 - 200+ media/influencers
 - Exact location TBD
 - Cocktails and hors d'oeuvres
 - Dan Hesse & Samsung executive to unveil and discuss key features of Gaudi with Sprint
 - Create experiential pods to highlight key/differentiating features of each device
 - Budget estimate: [REDACTED]

