



A FLAMING FINALE FOR RETIRING POOL LEGEND

Matt Welsh announced as Samsung Olympic Torchbearer

SYDNEY, 21 April 2008: Samsung Electronics Australia today announced dual Olympian Australian swimmer, Matt Welsh, as one of six Samsung 2008 Olympic Torchbearers – providing a fitting finale to the celebrated career of the popular pool legend.

As a Presenting Partner for the Beijing 2008 Olympic Torch Relay, Samsung's Torchbearers were selected through community nominations via an Australasian online search – with Matt Welsh selected as part of Samsung's recognition of his outstanding Olympic career. These inspirational Australians are local heroes in their communities, embodying the spirit of Australia and will be given the once-in-a-lifetime opportunity to carry the Olympic Flame on the only Australian leg of its journey in Canberra on April 24.

Matt says he was honoured to be chosen to run with the Olympic Flame and feels it is an opportunity to officially complete his Olympic journey – bringing to a close the years of daily dedication and sacrifice that have defined his life for the best part of a decade.

"I have always wanted to run with the Olympic Torch but never had the chance," says Welsh. "When you're named in the Olympic Team you carry the Olympic spirit with you and become part of Australian sporting history. Now I have retired, this opportunity means much more to me as I have the chance to step back from rigorous training schedules and just enjoy the moment.

"Being asked to join the Samsung Olympic Torch Relay team is a great honour and the perfect way to conclude my Olympic career."

Kurt Jovais, Director of Marketing, Samsung Electronics Australia, says Samsung's involvement in The Olympic Games is guided by the recognition of human achievement through sport. The organisation is delighted to be providing essential resources for Australia's Olympic athletes and the Olympic Games.

"Matt Welsh and Samsung's nominated Torchbearers are people who have made extraordinary contributions to their communities – be that through sport, community service or civic duty. Their actions exemplify Australia's unique character, strength and fortitude," says Jovais.



“Samsung is proud to bring this once-in-a-lifetime opportunity to its Torchbearers who will help carry the Olympic Flame on this remarkable journey.”

The Samsung 2008 Olympic Torchbearers were selected for their excellence in their respective fields and outstanding community inspiration and service.

About Samsung Torch Relay Ambassadors

- **Matt Welsh, Australian Swimming Great** – Over the course of several years at the top of international swimming, Matt Welsh built a reputation as an excellent athlete and ambassador for Australian sport. During his seven year career, Matt had been ranked as one of the world’s top swimmers in butterfly and backstroke. After representing Australia at the Sydney 2000 Olympic Games, he went on to represent his country at the FINA World Championships, Commonwealth Games, Short Course Championships and National Championships. He has now retired from the pool and is looking forward to representing his country once again, this time as a Samsung Athlete Ambassador and Torchbearer. Welsh has maintained a successful relationship with Samsung over the past 3 years, and exemplifies the spirit of excellence and fair play which define the organisation.
- **Andrew Heslop, Neighbour Day Founder** – As the first Olympic Torch Relay nominee, Andrew was selected due to his commitment to his community. Andrew is the founder of Neighbour Day an organisation dedicated to supporting a greater sense of community caring, by encouraging people to look after the vulnerable and isolated. Originating in Melbourne, this annual event that occurs on 30 March, has earned worldwide recognition and accolades from former US President Bill Clinton, Prince Charles and former United Nations Secretary-General Kofi Annan. Andrew has been asked to address the United Nations about Neighbour Day at a special event in New York this May.
- **Trooper Andrew Behrndt, ASLAV Crewman, 2nd Cavalry Regiment** – Nominated by Air Chief Marshal Angus Houston, the Australian Chief of Defence Force, Trooper Behrndt exemplifies the Olympic spirit; dedicating both his livelihood and passion to national service in the Australian armed forces. Trooper Behrndt has been awarded the Iraq Campaign Medal, Australian Service Medal with Clasp Iraq and Returned from Active Service Badge for his service. When injured in combat and throughout his rehabilitation and treatment in Australia, his constant concern was to rapidly return in



order to continue to support his mates and compatriots in their reconstruction and rehabilitation activities in Iraq. The words "national hero" are strong ones, but in the case of Trooper Behrndt, wholly appropriate.

- **Janelle White, NSW Ambulance Paramedic** – Having fought back from Multiple Sclerosis and Lymphoma, the mother of five was nominated by a friend as a shining example of human endurance and for her zest for life. Following twelve months of chemotherapy, Janelle competed in several marathons and triathlons, retrained as a teacher and committed herself to community fundraising events. Currently, Janelle is training to be an Ambulance Paramedic with NSW Ambulance Service.

- **Sophie Bowen, Student of Notre Dame University** – Nominated by her Aunt, Sophie is only 17 years of age but has already committed countless hours spent helping those in her West Australian community through charity work including the Red Cross, Clean up Australia, Operation Christmas and St Vincent de Paul Homework Club. In 2007, Sophie participated in an interview panel with the Director Generals of Education for the newly created WA Government position of Commissioner for Children and Young People.

- **Aaron Fleming, New Zealand Torchbearer** – Following a three-year recovery from a serious lung ailment, Aaron trained for the ultimate test of human endurance, an Ironman race. As a testament to his passion for life and helping those afflicted with cystic fibrosis, Aaron raised \$22,000 for the New Zealand-based charity, Breath4CF.

Through sport, Samsung is highlighting community role models with the 2008 Beijing Olympic Torch Relay. In addition, Samsung is the Olympic sponsor of both the Summer and Winter Olympic Games since 1998 and a presenting partner of the Olympic Torch Relay since 2004.

- Ends -

Notes to the Editor

To capture the community spirit of the 2008 Beijing Olympic Torch Relay, Samsung is providing pre and post Olympic Torch Relay entertainment for the whole family. Throughout the course of the day and along the route, activities will include a free community breakfast, multiple musical and artistic performances and a 2,000 balloon release. In addition, Samsung prizes will be given away at designated Samsung Zones along the route. For more information on the day's activities, please visit the Samsung Olympic Torch Relay website www.samsung.com.au/olympictorchrelay



The New Zealand nomination process was carried out by the New Zealand Olympic Committee and Samsung Electronics New Zealand.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. 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.au

For further information, to arrange an interview with Samsung, Matt Welsh, or Andrew Heslop, please contact:

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