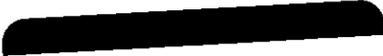


SAMSUNG

ELECTRONICS

SAMSUNG ELECTRONICS CO., LTD.
Samsung Main Building
250, 2-Ka, Taepyeong-Ro, Chung-Ku,
Seoul, Korea 100-742
TEL : 727-7721, FAX : 727-7360



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March 21, 2008

Securities and Exchange Commission
Office of International Corporate Finance
450 Fifth Street, N.W.
Washington D.C. 20549

SEC
Mail Processing
Section

MAR 25 2008

Washington, DC
104

Re : Samsung Electronics Co., Ltd. – Rule 12g3-2(b) Filing, Commission File No. 82-3109

Ladies and Gentlemen :

SUPPL

The following information is provided by Samsung Electronics Co., Ltd. to the Securities and Exchange Commission pursuant to paragraph (b) (1) (i) of Rule 12g3-2(b) under the Securities Exchange Act of 1934, as amended.

Should you have any questions on the foregoing, please do not hesitate to call Senior Manager Myung-Kun Kim of IR Team at Samsung Electronics Co., Ltd. at (82) 2-727-7408.

Thank you.

Very truly yours,

PROCESSED
E APR 04 2008
THOMSON FINANCIAL

Thomas Kim

Investor Relations Team
Samsung Electronics
Tel) 82-2-727-7408
Fax) 82-2-727-7286
Email) Thomas.y.kim@samsung.com

Lee 4/2



ELECTRONICS

March 21, 2008

Investment in LCD Plant Construction

On March 21, 2008, the management committee of Samsung Electronics authorized an investment in construction of a new LCD Plant.

Details

- Investment amount: KRW 214.7 billion
- Products: LCD products
- Purpose: To improve competitiveness by increasing production capacity

SEC
Washington, DC

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END