

## Samsung's winter retail promotion has over 65 winners

The Samsung's 'Let the games begin' winter retail promotion has announced the names of the 67 winners, who won over R1 million worth of prizes, from products through to five new Hyundai Elantra vehicles.



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"As a presenting partner of the Olympic torch relay, which took place in July this year, the promotion aimed to bring the spirit of the Olympics to all South Africans and showcase our products," explains Michelle Potgieter, head of corporate marketing and communications at Samsung South Africa,

"Consumers were able to enter into the promotion, which closed on 31 August 2012, simply by purchasing products at any of the participating retailer outlets and submitting their product serial numbers via SMS promotion line. We had an overwhelming response, thanks to our marketing efforts.

"At an intimate event, held at the Bryanston Hyundai dealership, the five winners of the main prize enjoyed being treated as VIPs and ending the day driving away in their new vehicles," she concludes.

The company will publicise its Summer campaign promotions in the press or online at [www.samsung.com](http://www.samsung.com).

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