



TURNUP MUSIC LAUNCHES ON SAMSUNG Z SERIES

Being the ultimate gateway that has been successfully hosting local talent for over a year now, TurnUp Music has joined forces with Samsung and officially announced the launch of a streaming service on the Samsung Z Series mobile devices.

TurnUp Music has been turning heads over the past year as a disruptor in the local music industry. The mission continues to grow as the service has now partnered with one of the world's largest tech companies, Samsung, to host local music on their Z Series mobile devices.

Through this incredible partnership, TurnUp Music and Samsung are focussed on the development and growth of local artists' careers through various collaborative opportunities and a strong market reach.

"Samsung, as the global smartphone leader, is the perfect partner to accelerate not just the streaming platform, but also to reduce barriers to entry across Africa. The 4G enabled Z Series devices are both accessible and affordable, making it a great tool for listening to music and watching videos" said Thabiet Allie, CEO of TurnUp Music.

The announcement of the partnership was unveiled at AfricaCom, one of the largest African telecoms, media and technology events and met with great support from key industry experts and delegates at the event.

"Because Samsung always strives to create technology that enriches people's lives, we are delighted to partner with TurnUp Music in this initiative, bringing local sounds to users and helping to promote local musicians," said Craig Fleisher, Director Integrated Mobility, Samsung.

The TurnUp Music app will soon be available on the Z series, which can be purchased at Ackermans, PEP, Jet and CNA.

 TurnUp Music ZA

 @TurnUpMusicZA

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About TurnUp Music

TurnUp Music is exclusively focused on local talent and hosts content from various South African superstars like Euphonik, DJ Tira and Vusi Nova. It is also the home to undiscovered artists keen to make their music available to the large South African audience connecting to the internet via their mobile phones.

TurnUp is focused on creating opportunities to grow artists and amplify their careers. Our platform will allow you to upload your music, market it and make it available for streaming/download.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

For more details, go to: www.turnupmusic.com

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