

SAMSUNG S5 SHINES IN LATEST BREAKABILITY TESTS

SquareTrade's Phone Terminator puts the new Galaxy Samsung® S5 through its paces

LONDON, 14 April 2014 - The Samsung Galaxy S5 - one of the most eagerly anticipated smartphones of 2014 - lived up to its hype today in terms of durability, scoring a great score of 6 on SquareTrade's breakability test <http://youtu.be/gPXJAc70Sd4>

SquareTrade, the #1 rated protection provider for mobile devices, laptops and tablets, pitted the market's most popular phones against each other in a rigorous testing procedure conducted by SquareTrade's Phone Terminator. Here's how they fared:

- #1: iPhone® 5s
- #2: Samsung Galaxy S5
- #3: HTC One (M8)®
- #4: LG Nexus 5™

SquareTrade's Phone Terminator was designed by a UC Berkeley PHD in mechanical engineering to test the durability of mobile phone handsets by simulating the everyday hazards that our phones face in our hectic lifestyles. All devices evaluated using the Phone Terminator go through a brutal testing procedure, and then given a Breakability Score®. Devices are dropped onto pavement, submerged in water and pushed across a smooth surface to test the breakability of the front and back panels, the friction generated, water resistance and durability. The higher a device scores, the higher its "breakability".

The resilience of the Galaxy Samsung S5 brings an added sigh of relief to millions of consumers, as research from SquareTrade shows that 1.9 million people in the UK plan to buy the S5 in the next six months and that 21% of devices bought today will be damaged within a year.¹

Damaging our mobile phones is also damaging to our pockets, as stats reveal phone damage has cost Brits a staggering £1.2bn since 2007. One in five owners admit to using phones with cracked screens and 17% have resorted to taping up their phone after it has been damaged.²

¹ SquareTrade's 2014 UK Samsung Pulse Surveys, conducted in March 2014 using Google Consumer Surveys. Feedback was collected from a total of 6,312 online consumers. The UK's Office of National Statistics' Population Estimates for UK, England and Wales, Scotland and Northern Ireland, Mid-2011 and Mid-2012 Report. Note that estimated amount spent on phone repairs/replacements was created by using data sources 1 and 2.

² SquareTrade's UK 2012 Smartphone Accident Survey, conducted December 2012. This survey collected 2,500 responses from iPhone and Android users in the UK using the world's largest panel provider, Survey Sampling International. Demographic quotas were used to collect a representative sample of smartphone owners. (2) Overall spend estimate was created using market share estimates published by comScore MobileLens, May 2012.

Kevin Gillan, Managing Director of Square Trade Europe stated,

"Consumers in the UK are becoming increasingly reliant on their smartphones and mobile devices. Our breakability test results allow consumers to make the most informed decision ahead of their purchases to minimize those risks.

Knowing that your mobile device can stand up to the daily rigours of life is crucial when making a relatively expensive purchase and just in case it doesn't, having a protection plan in place can give you peace of mind when things go wrong."

To see SquareTrade's breakability test in full, visit <http://youtu.be/gPXJAc70Sd4>

About SquareTrade

SquareTrade is the top-rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 200,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its legendary customer service. Top retailers around the world offer SquareTrade, achieving significant sales growth and happier customers. Privately held, SquareTrade's investors include Bain Capital and Bain Capital Ventures. SquareTrade is headquartered in San Francisco and London. For more information, go to www.squaretrade.co.uk.

For interview requests, images and/or further information please contact the SquareTrade press office at Frank PR:

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