

# All Sochi Olympic athletes to get Galaxy Note 3

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Athletes who fail to clinch gold at the 2014 Sochi Winter Olympics can take home something else: a \$900 smartphone from Samsung.

Samsung Electronics Co. is giving the Galaxy Note 3 smartphone to all athletes competing at the Sochi Games in February.

The announcement Wednesday is part of the South Korea company's marketing campaign as a sponsor of the Olympic Winter Games.

It reflects Samsung's growing clout in the smartphone market and willingness to shell out to promote its brand and products.

Samsung Electronics spent \$10 billion last year on promotions and advertising.

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