

SONY

Press Release

Paris, 23 October, 2007

Bet, bluff and bank with Sony

Sony offers exclusive POKER Promo editions of selected Memory Stick Micro and MicroVault Midi USB keys

Sony Europe's Recording Media & Energy (RME) division today announced the launch of exclusive POKER Promo editions of Memory Stick Micro and MicroVault Midi USB keys. The special edition Sony Memory Stick Micro, available as 1GB or 2GB models, offers a free 'Midnight Hold'Em POKER' game to download onto a Sony Ericsson mobile phone. While the special edition MicroVault Midi 2GB and 4GB comes with a PC game of World Championship Poker 2 in the box.



With the Memory Stick Micro, you can enhance your mobile entertainment – store your pictures, music and videos (up to 6000 pictures, 500 MP3 songs and 22 hours of videos on 2GB) and now enjoy a new poker gaming experience with your purchase. The promotional Memory Stick Micro comes in special themed packaging, including a voucher in the box with instructions and the code to download a full version of the Midnight Hold'Em poker game (by Gameloft) - straight to a Sony Ericsson mobile phone.

Alternatively the MicroVault Midi 2GB and 4GB models offer simple plug and play storage to PCs and other USB connected devices, with a free World Championship Poker 2 PC game provided within the promotional packaging. The new model complements the existing range of Sony MicroVault 'Midi' products available in 1GB, 2GB, 4GB and 8GB capacities.

Both the Memory Stick Micro and MicroVault Midi POKER Promo models will be available from the end of October for a limited time only.

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For more information, please contact your local PR people or:

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

Sony Europe's Recording Media & Energy division is responsible for the retail and corporate data media, consumer and professional media and battery business. Please visit www.sony-europe.com