



Press Release

Sony Europe To Establish A New Plant For LCD TV Manufacturing In Nitra, Slovakia

With an initial investment of 73 million euros (110 Oku Yen) in the new factory, Sony is set to further expand its growing LCD TV business in Europe

Berlin, 20 September 2006 - Sony Europe today announced the establishment of a new manufacturing site for LCD TVs in Nitra, Slovakia. In view of the increasing demand for LCD TVs in Europe, Sony is set to significantly strengthen its European manufacturing operations to cater for the local European TV market. With an annual production capacity of three million sets at its new plant, it is expected to further expand the market growth of its European TV business.

Sony currently operates two manufacturing sites for LCD TVs in Europe, i.e. Barcelona in Spain and Trnava in Slovakia. One of the key deciding factors in favour of Nitra was the close proximity to Sony's existing plant in Trnava in Slovakia, enabling the company to capitalize on its existing highly skilled workforce currently employed in Trnava. After a transition period, ensuring a smooth shift of operations, it is planned for the current Trnava plant to discontinue its manufacturing activities for LCD TVs. On a surface space of 400,000 m² and building space of 60,000 m², the manufacturing operations at the new factory will commence in September 2007 following its inauguration. Approximately 3,000 employees in total are expected to work at the plant when it will have ramped up to full production.

"With 10 years of TV manufacturing experience in Trnava, Slovakia, we are pleased to announce the establishment of our new plant in Nitra, which will enable us to boost Sony's LCD TV business in Europe," said Katsumi Ihara,

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Corporate Executive Officer, Sony Corporation. "In addition to ensuring a stable supply, we are confident that the new plant will play a key role in promoting Sony's technological and design excellence as we strive to make Sony BRAVIA the leading LCD TV brand in the market," added Ihara.

"The establishment of Sony's new plant confirms the leading advantages that Nitra and Slovakia can offer to global companies. We are proud to have once again won Sony's trust and commitment to continue our co-operation in Slovakia and hope to become one of the landmarks on Sony's European manufacturing map," commented Lubomir Jahnatek, the Minister of Economy of the Slovak Republic.

After the establishment of the new factory in Nitra, the manufacturing site in Barcelona will continue to manufacture LCD TVs. In their capacity as manufacturing centers, both sites will produce LCD TV sets for the growing market demand in both Western and Eastern Europe. In addition, the Barcelona plant will also serve as the main technology center for LCD TVs in Europe.

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For more information, please contact:

For European Media:

Nicolas Babin, Sony Europe GmbH
Tel. +49-30-2575-5159, Email: Nicolas.Babin@eu.sony.com

Sylvia Shin, Sony Europe GmbH
Tel. +49-30-2575-5156, Email: Sylvia.Shin@eu.sony.com

For Japanese Media:

Shusuke Kanai, Sony Europe GmbH
Tel. +44-7786-115086, Email: Shusuke.Kanai@eu.sony.com

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 Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 158,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in

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Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>