



Press Release

Berlin, 7th December 2007

Jeffry van Ede Appointed As New Managing Director of Sony Deutschland GmbH

Berlin, December 7, 2007 – Sony Europe today announced the appointment of Sony Germany's new Managing Director, Jeffry van Ede (41), effective January 1st, 2008. Van Ede succeeds Manfred Gerdes who decided to leave the company at the end of last month. Jürgen Schmitz, appointed Acting Managing Director on November 30, will remain in this role until van Ede's appointment becomes effective.

With a strong retail business background Jeffry van Ede joined Sony in 1991 where he acquired a great breadth of experience across various key business areas of Sony. He started his career in Sony Netherlands before joining the European Audio and Video business group in 1996. In 2003, he returned to Sony Benelux assuming the role of Director Finance and Operations where he was instrumental in successfully managing significant change projects. Since his appointment as Vice President of Audio Marketing Europe in 2006, he was one of the leading drivers to revitalise this segment by strategizing the launch of key hardware and software products for the European market.

"Having already demonstrated his outstanding business expertise and management capabilities on a number of crucial projects of Sony - both on an European and local level - I am confident to see Jeffry taking Sony Germany's new journey to a next level," said Fujio Nishida, President Sony Europe.

"Especially with his passion for innovation and new technology, coupled with his energy to tackle new challenges, I have high expectations for Sony in Germany going forward," he added.

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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.

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