



Press Release

Paris, 23rd April 2008

Sounds Great: Free Album Download With Sony Memory Stick™ Micro Cards

- **Pick one of 50 top chart albums**
- **Free download with 2GB and 4GB Memory Stick Micro™ cards**
- **Perfect for Sony Ericsson mobile phones**

From mid-April until the end of June 2008, music lovers across Europe will be able to download an entire album for free when they buy a 2GB or 4GB Memory Stick Micro™ (M2) flash memory card. These tiny but capacious devices are perfect for anyone who wants to listen to hours of their favourite music on their Sony Ericsson mobile phone.



The offer is as simple as you could wish: buy the Sony M2 card, go to the specially created website at www.music4M2phone.com and enter the unique code supplied with the product. Now you can pick and download your personal favourite of one of 50 outstanding albums. Featured artists are as diverse and iconic as Johnny Cash and Amy Winehouse, Bob Marley and Portishead, so there will be something for every taste.

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Memory Stick Micro flash memory cards are precision engineered by Sony Recording Media & Energy (RME) to provide ever-more capacity for music and digital media on portable devices. With room for up to 4000 tracks on a 4GB card, you can transform your Sony Ericsson mobile phone into a hand-held jukebox containing a truly huge music collection.

For complete flexibility, Sony Memory Stick Micro cards are supplied with an M2 USB adaptor, enabling users to transfer their personal data onto their PC.

ENDS

For more information, please contact:

Clemens Schuette, Sony Corporate Communications Europe
Tel. +44 (0) 1256 483481 / email: clemens.schuette@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 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 Recording Media & Energy division is responsible for the retail and corporate data media, consumer and professional media and battery business. For more information, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.

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