

SONY

Press Release

Paris, 8 July 2008

100% More, Right Now: Sony Launches 8GB Memory Stick Micro™ (M2™)

Maximum capacity for Memory Stick Micro™ doubled at a stroke

With the launch of its first 8GB Memory Stick Micro™ (M2™) card, Sony RME (Recording Media & Energy) has pushed up the current 4GB maximum capacity by 100%.



To put this in context, upgrading a Sony Ericsson mobile with the new M2™ card will give customers a choice of over 5,000 fine quality 5 megapixel photos, over 2000 MP3 songs (4min per song at 128kbps), or over 88 hours of high quality MPEG 4 video (at 192kbps).

The new card will be part of a special promotion also including 2GB and 4GB Memory Stick Micro products. Over the Summer Holidays, customers will be entitled to a free WAP download of the full version of Gameloft's top-selling Brain Challenge 2.

With so much memory on your phone, easy communication with a PC is a must. The new, ultra-compact M2™ USB adaptor included with 2GB, 4GB and 8GB

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Memory Stick Micro™ cards gives you just that in a tiny, easy-to-use format. Having fun has never been simpler.



Ultra-compact M2™ adaptor

Memory Stick Micro™ cards are precision engineered by Sony Recording Media & Energy (RME) to provide ever-more capacity for games, video, photos and music, transforming your Sony Ericsson mobile phone into a hand-held entertainment centre.

ENDS

For more information, please contact:

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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 55.44 billion (yen 8,871 billion) for the fiscal year ended March 31, 2008, based on an average market exchange rate for the same period of yen 160.0 to the EUR. It employs approximately 180,500 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 12.73 billion (yen 2,328 billion) for the fiscal year ended March 31, 2008. 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 9.55 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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