



Press Release

Paris, January 2007

Sony announces its entry into the CompactFlash™ market

The answer to all your high resolution storage needs

Sony Europe's Recording Media & Energy (RME) division today announced the company's entrance to the CompactFlash memory card market. The first product line-up, to be announced shortly, is designed to handle the demanding speed and performance requirements of digital SLR cameras and is available with up to 4GB of storage capacity for the most demanding user.

"High end digital camera enthusiasts, from consumers to professional photographers, have a huge and growing demand for storage capacity," said Renaud Isnard from Sony Europe's Network Media division. "With the addition of CompactFlash cards to its product range Sony widens the choice for users of D-SLR cameras, such as the new Sony α (pronounced alpha) 100 model, that are looking for fast and reliable recording media from a leading brand."

The first Sony CompactFlash memory cards will be available later this Spring. The initial line-up will include CompactFlash Type I cards with 66x and 133x transfer speeds and capacities between 1GB and 4GB. The products will be branded as part of Sony's α (pronounced alpha) 100 D-SLR camera system.

Notes for editors:

CompactFlash™ is a small, removable mass storage device. First introduced in 1994, CompactFlash (CF) cards have become a popular format adopted by many digital camera manufacturers due to their high transfer speed, large capacity and reliability.

CompactFlash is a trademark of SanDisk Corporation

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

Clemens Schuette, Sony Corporate Communications Europe
Tel. +44 (0) 1932 817402 / email: clemens.schuette@eu.sony.com

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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 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 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.

Sony Europe's 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 www.sony-europe.com