

SONY

Press Release

Paris, 22nd May, 2008

Simply Bright: Sony launches new MicroVault™ 'Click' USB key ranges – click it, plug it, share it

Up to 16GB capacity and 31MB/s read transfer speeds in a compact and unique design Sony Europe's Recording Media & Energy (RME) division today announced its MicroVault™ Click and Click Excellence ranges with both mid-range and high-end device availability. The new MicroVault™ Click line-up offers advanced performance with increased storage capacity, high speed data transfer rates¹ and Windows® ReadyBoost™ compatibility; to improve PC memory performance on Windows Vista™ Operating System without installing additional RAM. Users can simply click, plug and share their documents, pictures and video clips and keep important files to hand whilst on the move.



Both the MicroVault™ Click and Click Excellence ranges incorporate a neat 'click' design to uncover and retract the USB connector for quick and easy use.

For ultra fast data transfer rates and storage capacity from 2GB up to 8GB², the MicroVault™ Click Excellence is designed with business professionals in mind. With up to 31MB/s read and 11MB/s write speeds³ heavy business files can be transferred easily to share with colleagues and clients via Hi-Speed USB 2.0⁴ connectivity. The MicroVault™ Click Excellence range is available in a stylish, compact, ivory design, complete with LED indicator display which illuminates while transferring the data.

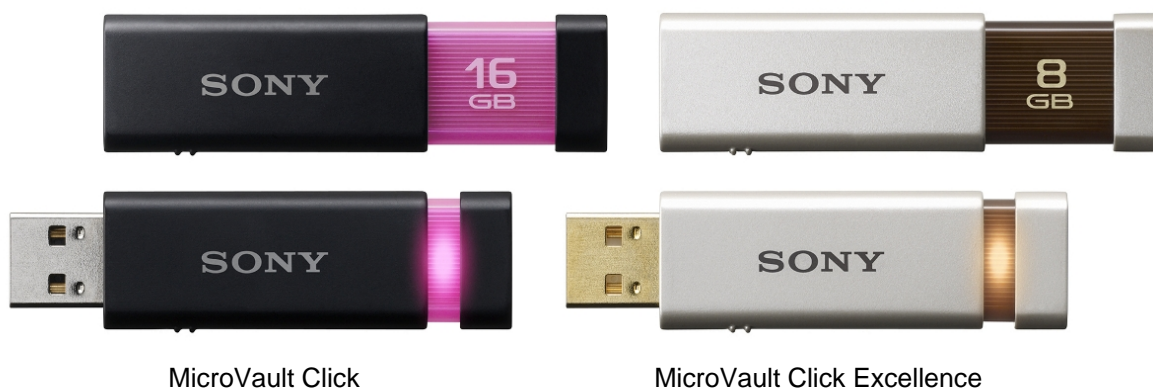
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With high capacity storage as a focus, the bright mid-range MicroVault™ Click has a reduced form factor from its predecessor and is lighter at approximately 9 grams. The colourful line-up offers Hi-Speed USB 2.0 data transfer and storage capacity from 2GB up to 16GB². The MicroVault™ Click range has a bright design, with one colour per capacity via an LED indicator light.

For advanced performance, the Sony MicroVault™ Click range offers Windows® ReadyBoost™⁵ compatibility, allowing Windows Vista to use part of the MicroVault's™ memory to speed up system performance without additional RAM. Sony's pre-installed Virtual Expander⁶ compression software allows storage of up to 3 times more data, depending on the file type and content.

The MicroVault™ Click and Click Excellence ranges are available from May 2008 and come with 5 years European warranty.

For more information, please visit www.sony-europe.com.



MicroVault Click

MicroVault Click Excellence

End

Sony and MicroVault are trademarks of Sony Corporation.

¹Transfer speed may vary by model type, based on the PC environment and types of files.

²MicroVault media contains a system management area. Actual usable capacity is less than the amount shown on the device. Capacity is based on 1GB = 1 billion bytes.

³By USM4GLX. Transfer speed may vary, based on the PC environment and by model.

⁴To use the device in USB2.0 high speed mode, you need to connect to a computer which supports USB2.0 and has a USB2.0 card or board.

⁵Windows® and ReadyBoost™ are registered trademarks of Microsoft Corporation in the United States and/or other countries. Macintosh and Mac OS are trademarks of Apple Computer, Inc.

⁶Compression rate may vary, according to the file types and contents.

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 55.83 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.

With over fifty years manufacturing experience, Sony, offers a broad range of quality magnetic, optical & flash memory media to address a wide range of data storage requirement, such as LTO tapes for archiving and back-up of large corporate network. Sony storage media is supported by comprehensive added value supports like the standard life-time guarantee and pre-labelling services.

Sony Europe's Recording Media & Energy division is responsible for the retail and corporate data media, consumer and professional media and battery business. Please visit www.sony-europe.com