

SONY

Press Release



Cannes, 15 April 2009

The Magic of Football to Unite Sony Europe and streetfootballworld in Driving Social Development around the World

Extraordinary photos showcased at Sony World Photography Awards in Cannes from 14-19 April 2009 to launch partnership

Sony Europe today announced its partnership with streetfootballworld, a non-profit social enterprise, to drive positive social change through football. Alongside FIFA, UEFA and the German government, Sony is the first commercial partner to collaborate with streetfootballworld. Aimed at achieving a long-term and sustainable change in disadvantaged communities in both developed and developing countries, one of the strong pillars of this partnership is Sony's leading expertise in technology and professional training.

Founded in 2002, the Berlin-based organisation is a leader in addressing social issues through football and its network encompasses more than 70 grassroots organisations worldwide. Photography and football play a crucial role in this partnership; through the medium of photography the network members are documenting the role football plays in their environment and how it has helped to change their lives. A selection of photos will be exhibited in Sony's Cube Experiential at the Sony World Photography Awards in Cannes from 14-19 April 2009.

"As a corporation it is one of our core beliefs to return something to the communities we live in and to enable social development through the transformative power of our technology and products. The uniqueness of

our project with streetfootballworld is the deployment of technology and, in particular, the sharing of our expertise with the communities around the world beyond a conventional sponsorship agreement," said Fujio Nishida, President of Sony Europe. "Sony is proud to be the first commercial partner of streetfootballworld and to act as an enabler of change through our technology and products in many diverse regions of the world," he added.

Initially starting in the UK, Germany and South Africa, Sony will be providing the network organisations with photography and film workshops, designed to help them utilise digital technology to document and present their ideas in the best possible way.

Jürgen Griesbeck, the founder of streetfootballworld, commented: "We are extremely pleased to partner with a global company like Sony which has already shown an outstanding passion and genuine commitment in all what we do. By jointly developing new initiatives and projects from the very beginning, it will help us to best tailor our activities to the needs of the different communities across the continents."

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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.

For more information on Sony Europe, please visit <http://www.sony.eu/presscentre>.

About streetfootballworld

streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation (NGO) is a leading contributor to the field of Development through Football and continues to work toward social change on a global scale.

A cornerstone of streetfootballworld's work is the streetfootballworld network, which connects over 70 organisations worldwide that use the world's most popular sport to address issues such as children's rights and education, anti-discrimination and social integration, the environment, health, and peace building. The streetfootballworld network helps local organisations to share experience and expertise in Development through Football with each other, as well as with potential partners and the general public.

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Environmental Info

Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way.

Please refer to www.sony.eu/eco for background on environmental activities of Sony