

Press Release

Newly Branded “Sony Store” in Shatin Takes Shopping Experience to the Next Level *World-class store design features latest Sony innovations in a home-like setting*



Sony Store @ Shatin

Hong Kong, April 8, 2011 – Sony Corporation of Hong Kong Limited today announced the opening of the newly branded “Sony Store” at the New Town Plaza, Shatin, which offers an exciting new concept, design and customer experience. The new store is in line with Sony’s global branding, transitioning from “Sony Style” to “Sony Store”, demonstrating the company’s focus on providing customers with an integrated shopping experience.

“We always strive to exceed customers’ expectations by providing best in class products and services,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “With the newly branded Sony Store, we intend to maximize customer satisfaction with a personalized shopping experience that is unique and unmatched by others.”

Located at one of Hong Kong’s most popular shopping malls, the new Sony Store features a world-class design by Klein Dytham architecture (KDa). Decorated with changeable colour schemes, the store has a flexible layout that provides a bright, open and inviting space to allow customers to personally interact with latest Sony innovations like they would do at home. The

Sony Store will always remain a unique destination at which customers can explore the complete Sony experience, from electronics, games, movies, music, network services to future technologies, with assistance from knowledgeable and friendly Sony staffers. Customers can play PlayStation® 3 games or watch 3D movies on BRAVIA 3D Full HD TV, listen to music with headphones and shoot photos and videos on a range of digital cameras and camcorders.

This new Sony Store is also the first in Asia Pacific to be designed in alignment with Sony's global strategy to increase its focus on providing its customers with an integrated shopping experience. As part of this strategy, over 180 stores across 24 countries, as well as all Sony websites globally will be rebranded as "Sony Store" starting from now.

Special promotions will be in place to celebrate the opening of the new store, which coincides with the Easter holidays and the Golden Week following Labour Day. From April 21 to May 31, 2011, customers will receive a special gift with any purchase of HK\$5,000 or above of products at any of the Sony Stores and online Sony Store, upon registration as a My Sony member. In addition, any purchase of one of the selected 3D products at any of the Sony Stores and online Sony Store will be entitled to a free ticket voucher to any 3D movie at MCL cinemas or a Godiva chocolate coupon. The offers are available on a first-come, first-served basis.

The new Sony Store will be the fourth one in Hong Kong, in addition to the other three stores located in Causeway Bay, Tsimshatsui and Mong Kok. The new shop is located at Shop No. 615, Phase I New Town Plaza, Shatin, N.T.

For customer enquiries, please contact Sony sales and services hotline at (852) 2345-2966.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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