

**Sony's 3D Production of Wimbledon  
to be Broadcast and Screened Worldwide**

Tokyo, Japan - Sony Corporation ("Sony") today announced that several major global broadcasters and cinema exhibitors will broadcast and screen the 3D production of the Wimbledon 2011 men's semi-finals, men's final and women's final in multiple countries and regions worldwide. Through its official supplier partnership with The All England Lawn Tennis Club to produce the final matches of The 125<sup>th</sup> Championships in 3D, Sony aims to deliver the exhilaration and excitement of the world's premier tennis championships - with unprecedented depth and realism - to viewers worldwide.

- **3D TV Broadcasts: To be aired in six or more countries worldwide.**
  - As of June 20, 2011, six broadcasters (from the UK, US, Germany, Italy, Netherlands and Sweden) have confirmed that they will conduct live broadcasts of Sony's 3D production of Wimbledon.
- **Cinema Screenings: 3D live public viewing events will be conducted in 22 or more countries and regions worldwide.**
  - As of June 20, 2011, it has been confirmed that live public screenings of Wimbledon will be shown in 3D on more than 170 screens in the UK, Ireland, Spain, Italy, Norway, Greece, Turkey, Portugal, Belgium, Germany, Austria, US, Canada, China, Hong Kong, Indonesia, Brazil, Chile, Colombia, Ecuador, Peru and Uruguay - a total of 22 countries and regions.

There are ongoing negotiations with broadcasters and cinema exhibitors in various countries and regions, so the number of countries and theaters where broadcasts and screenings are available is expected to further increase.

The following website providing the latest information on theaters offering live 3D screenings has also been launched:

Wimbledon 3D Live Public Viewing – Theater Locator  
<http://wimbledon.com/sony> (English Only)

By capturing and broadcasting Wimbledon in stunning, live 3D, Sony aims to deliver each individual shot in even greater detail, and share the action and atmosphere of The Championships among a larger audience than ever before. Going forward, Sony will also explore further opportunities to deliver the enjoyment of Wimbledon in 3D among an even wider range of viewers.