

**Press Release**

**Sony Introduces High Capacity Pre-Charged Rechargeable Battery**



**(Hong Kong, 9 DECEMBER 2011)** – Sony keeps striving for new power solutions to make people’s life enjoyable and convenient.

Music fans, photographers, and gamers will appreciate the huge capacity of Sony’s new ready-to-use Cycle Energy Multi-Use Premium 2500 AA and Premium 900 AAA rechargeable batteries. With 2,500mAh (AA size) and 900mAh (AAA size), these economical batteries last 3.5 times as long as alkaline batteries in high battery-draining devices, and will hold their charge for up to one year. Unlike other rechargeable batteries, the environmentally-friendly batteries come pre-charged, ready for use straight out of the package.



Sony’s new series of pre-charged rechargeable battery will be available from 12 December 2011. Suggested retail prices are as follows:

Model Name	Size and Capacity	Suggested Retail Price
NH-AA-B2GN	AA Size, pre-charged 2500mAh x 2 pcs	HK\$58.00
NH-AA-B4GN	AA Size, pre-charged 2500mAh x 4 pcs	HK\$107.00
NH-AAA-B2GN	AAA Size, pre-charged 900mAh x 2 pcs	HK\$57.00
NH-AAA-B4GN	AAA Size, pre-charged 900mAh x 4 pcs	HK\$105.00

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

###

### **About Electronic Devices Marketing Hong Kong Company**

Electronic Devices Marketing Hong Kong Company, a division of Sony Corporation of Hong Kong Limited, is responsible for sales and marketing of electronic devices, chemical devices, and recording media and energy business in Hong Kong. For more information on Sony's products and services, please visit its website on [www.sony.com.hk](http://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" symbolises 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.