

Press Release

Sony FIFA World Cup 2014 Fiesta Rewards
8 Lucky Winners will Experience FIFA World Cup 2014 Final Live in Brazil
Purchasing selected Sony products will get a chance to win a pair of tickets to FIFA World Cup 2014 Final with air tickets and accommodations in Brazil



Hong Kong, October 16, 2013 – Sony is setting off football fervor with Sony FIFA World Cup 2014 Fiesta Rewards. As with the last 2010 FIFA World Cup held in South Africa, Sony continues to be the official partner of FIFA in 2014, bringing football fans the tickets to the FIFA World Cup Final for a unique and exclusive experience in watching the 2014 Championship team.

Sony's FIFA World Cup 2014 Fiesta Rewards will be held from October 16, 2013 to 21 March, 2014. The whole campaign will be divided into four rounds and two lucky winners will be drawn in each round. Customers will be eligible to enter the lucky draw upon purchasing selected Sony products. Eight lucky winners will receive the grand prizes including a pair of tickets for the FIFA World Cup 2014 Final, a pair of economy class roundtrip air tickets to Rio de Janeiro and 4-night hotel accommodations for two. The prizes are valued at more than HK\$1,500,000.

Customers will have a chance to enter the lucky draw¹ upon purchasing selected models of Sony products and registering for product warranty service. The selected Sony products for the lucky

¹ Please refer to the online Terms and Condition for details of the lucky draw. The license number of this promotional campaign: 41846-53 °

draw include the selected models of the BRAVIA TV and Home Theatre System, α interchangeable lens digital cameras, Cyber-shot[®] digital cameras, Handycam[®], VAIO[®] notebook, Xperia[™] Tablet, Walkman[®] and headphones, etc. Customers who spend more on selected Sony products will be eligible for multiple entries to the lucky draw, and customers may join the lucky draw for up to ten times upon purchase of the designated product². Results of the lucky draw will be announced on December 6, 2013 as well as January 10, February 14 and April 4 in 2014.

For more details about the lucky draw campaign, please visit www.sony.com.hk/fifa2014

For customer enquiries, please contact Sony hotline service 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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² Customers who purchase the BRAVIA 84-inch X9000 4K LED TV are eligible to enter the lucky draw for up to 10 times.