

Press Release

Sony Opens New Sony Store at Tsim Sha Tsui Star Annex for Audio Enthusiasts
Featuring Sony's latest High-Resolution Audio products with over 300 High-Resolution Audio songs for audiophiles



Hong Kong, April 30, 2014 – Sony today announced the grand opening of a new Sony Store at the Star Annex, Tsim Sha Tsui. The new Sony Store specialises in High-Resolution Audio products from headphones and Walkman® to USB DAC Amplifier and Audio Speaker System, allowing audiophiles to indulge themselves in the ultimate listening experience with the best sound of 24-bit/192KHz, which is beyond CD quality to a new world of purer, truer sound.

The new Sony Store features a collection of over 300 songs in High-Resolution Audio format from nine different categories (Asian POP Female / Asian POP Male / Western POP / J.K. POP / Concert / Modern (R&B, Jazz and Blue, New Style Classical) / Classical / Instrument / Chinese Traditional Music) to satisfy the different tastes of music lovers. Three different High-Resolution Audio product settings are available for them to enjoy the best listening experience with the songs of their choices.

The first 100 customers purchasing selected High-Resolution Audio products at the Sony Store TST Star Annex will receive a complimentary HK\$100 HifiTrack.com value card and a 4GB Sony High-Resolution Audio SD Card (five 24-bit/192KHz songs pre-downloaded), while stock last.

The Sony Store TST Star Annex is Sony's fifth store in Hong Kong. Details are as follows:

- Address: Shop 314, Star Annex, 3/F, Star House, 3 Salisbury Road, Tsim Sha Tsui, Kowloon
- Opening hours: 11:00am – 8:00pm

For information about Sony Stores in Causeway Bay, Tsim Sha Tsui Harbour City, Mongkok and Shatin, please visit Sony website: <http://www.sony.com.hk/store/sonystore/>.

About Hong Kong Marketing Company

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