

SONY

December 9, 2010

Dear Sony Retailer,

Last year Sony Electronics bolstered its merchandising efforts by re-launching its Sony Retailer Network initiative. It marked a significant step towards our delivering a best-in-class customer experience for you and your customers. Now we're taking our next step towards strengthening the program and driving value for you.

Effective January 2011, Sony Electronics will honor its limited product warranties only when the products are purchased from an in-network reseller (except VAIO® products).

All 2011 Sony consumer electronics products will debut revised, in-box warranties to reflect this change. This new warranty program significantly strengthens our ability to ensure consumers receive the quality products and services they have come to expect from Sony. It also helps us drive customers to your stores or websites, because you have earned the privilege to use the Sony Retailer Network logo.

Your retail establishment was hand selected and you've been given much support in representing our brand at retail:

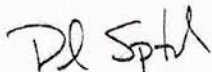
- You were chosen to sell our merchandise and your product comes from Sony directly
- Your Personnel are trained by Sony directly
- You are selling unopened, un-tampered and factory-fresh Sony merchandise
- Your Team has a direct relationship with the Sony Customer Service Organization
- You are given all our retail assets, in-order to service your customers at the highest levels
- You provide the proper Sony Manufactured Supplied Accessories
- Your Sony Products come with our Sony Manufacturers Limited Warranty

Please make sure that your customers check the Sony Retailer Network URL at www.sonystyle.com/retailernetwork so they are sure to purchase from a legitimate resellers.

We hope you will prominently place Sony Retailer Network merchandising collateral in your store and/or website so your customers have the confidence to shop for Sony.

I look forward to your continued support of the Sony Retailer Network program. If you should have any questions about the new warranty program, please feel free to reach out to your Sony account or customer support representative.

Cordially,



Paul S. Spitale

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