

SONY PRE-LOADING TOP-SELLING MUSIC AND MOVIE TITLES ON MICROVAULT USB FLASH DRIVES

PARK RIDGE, N.J., Dec. 15, 2008 – Sony is bringing some of the top music and movie titles in entertainment history to consumers in an easy-to-use, portable electronic format. The company is introducing a new series of its MicroVault® Click USB flash drives pre-loaded with a choice of either “Thriller: 25th Anniversary Edition” – the best-selling album of all time – or the blockbuster movies “The Da Vinci Code” and “Men in Black.”

“We’re excited to provide consumers with a new way to enjoy some of today’s most popular titles, using our MicroVault Click USB flash drives,” said Shane Higby, director of marketing for Sony Electronics’ consumer media group. “By pre-loading content in this way, we are expanding the applications for flash drives, while offering a unique value that only Sony can deliver.”

The pre-loaded “Thriller 25” Click USB flash drive will be available on a 2 GB capacity drive. It contains the complete Sony Music Entertainment re-release of the original 1982 album, plus seven bonus tracks including five new tracks featuring exclusive remixes and collaborations from award-winning artists Akon, Kanye West and will.i.am. Also included are four videos, including the legendary performance of “Billie Jean” from the Motown 25th anniversary special.

Pre-loading ‘Thriller’ onto Click USB drives introduces this landmark album to a new generation of music fans in a fun and interactive way, allowing the same generation that enjoyed the original release 25 years ago to experience the music in a new way.

“The Da Vinci Code” and “Men in Black” titles from Sony Pictures Entertainment will each be available on a 4 GB drive, and have an easy-to-use “one-click” play/launch capability.

“These Click USB bundles are perfect for consumers who enjoy movies on the go,” said Sean Carey, senior executive vice president, Sony Pictures Television. “The MicroVault’s size and convenience makes it easy to take your content with you, and with one click, launch a movie and watch it wherever you are.”

Sony’s Click USB drives use a clicking action like a retractable pen to extend the USB connector, and range in capacity from 1GB to 16GB. The Micro Vault device offers fast transfer of pictures, video, data and music, and is compatible with Windows® operating systems.

The pre-loaded Micro Vault Click drives will be available starting in December at suggested retail prices of \$19.99 for the “Thriller” title and \$29.99 each for “The Da Vinci Code” and “Men in Black” titles.