

For the Sustainable Environment

Sony acknowledges that its businesses have an impact on the environment. We aim to provide more environmentally conscious products and services to our customers by using our superior technology and innovation to reduce our environmental impact.

Strengthening Our Commitment to Environmental Sustainability

The Sony Group Environmental Vision reflects the Company's strong commitment toward the creation of a more sustainable society through efforts to help prevent global warming, promote resource conservation, ensure appropriate management of chemical substances, protect biodiversity and address a broad range of other complex environmental issues.

To realize this vision, Sony sets aggressive targets covering its entire business cycle for the Sony Group worldwide. Current mid-range targets, Green Management 2010, were established in 2006 to guide the Sony Group in its environmental activities. With the aim of achieving these targets, Sony utilizes its comprehensive Global Environmental Management System, which integrates the Company's corporate headquarters with its business units and sites to achieve continuous improvements and share best practices across operating companies and geographic regions. As part of this system, Sony Group sites have acquired and maintained single certification under ISO 14001, the international standard for environmental management systems.

Climate Change

While climate change poses a significant threat both to our corporate activities and to society generally, it also affords us an opportunity to become part of the solution.

Based on this understanding, and with the aim of setting and attaining ambitious targets for reducing greenhouse gas emissions, Sony joined the Climate Savers Programme in 2006, organized by well-respected environmental NGO, the World Wide Fund for Nature (WWF). Sony has signed an agreement committing to certain reductions under this program, and activities undertaken to this end are reviewed periodically by the WWF.

Under this agreement, as detailed below, Sony is working to reduce emissions of greenhouse gases associated with its operations that are directly within its control. Measures range from the deployment of more energy-efficient systems and processes to the use of renewable energy.

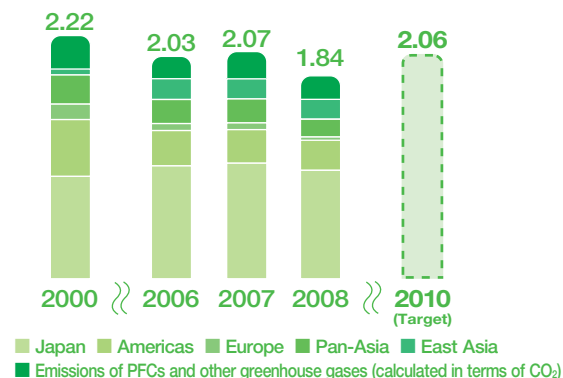
Beyond our site activities, and as also set forth in detail below, Sony is developing and selling energy-efficient products and technologies to help promote a low-carbon lifestyle. While CO₂

emitted through a product's use of electricity is not directly controlled by Sony, we are actively working to reduce the power consumption of our products and enhance logistics operations to ensure that our end-to-end process is as energy-efficient as possible.

Reducing Greenhouse Gas Emissions at Sites

Sony has set a target of achieving an absolute reduction in greenhouse gas emissions (calculated in terms of CO₂) of 7% or more from the fiscal year 2000 level by fiscal year 2010. To this end, Sony is placing a priority on improving site energy efficiency, while also increasing its use of renewable energy. Sony is also taking steps to lower emissions of perfluorocarbons (PFCs) and other greenhouse gases used in production processes, including the installation of abatement equipment. Thanks to these measures, described in more detail below, as well as to production adjustments triggered by the global economic recession, emissions of greenhouse gases from Sony sites in fiscal year 2008 (calculated in terms of CO₂) totaled approximately 1.84 million tons, down approximately 17% from fiscal year 2000, ahead of target.

Greenhouse Gas Emissions from Sites (millions of tons-CO₂)



Promoting Efficient Energy Use at Sites

Sony is implementing a variety of measures aimed at improving energy efficiency at its sites. These measures include introducing high-efficiency cooling and heating systems, switching fuels and improving the operation of energy-related facilities. For example, by replacing its existing boilers with a highly efficient boiler system and undertaking other initiatives to lower energy consumption,



High-efficiency chiller installed by Sony Electronics (Wuxi) Co., Ltd. in China

Sony Corporation's Sendai Technology Center has achieved an annual reduction in energy consumption of approximately 20%. To encourage the adoption of such measures at sites in other regions, energy conservation assessments by Sony Group experts are conducted at several

The contents of the agreement between Sony and the WWF

- 1 The Sony Group will cut absolute greenhouse gas emissions, calculated in terms of CO₂, 7% from the fiscal year 2000 level by fiscal year 2010;
- 2 Sony will reduce CO₂ emissions from product use by lowering the annual energy consumption of major Sony products;
- 3 Sony will cooperate with the WWF to raise consumer awareness of global warming prevention; and
- 4 Sony will support the view that the average global temperature rise must remain below 2°C above pre-industrial times.

sites. Sony Pictures Entertainment (SPE) in the United States is also actively reducing its energy consumption through initiatives ranging from the installation of an automatic control system for indoor building lighting to the introduction of LED lighting and energy-saving fluorescents for use on its sound stages during certain tapings. In addition, new construction in the U.S. at Sony Electronics Inc. (SEL), SPE and Sony Corporation of America have been designed to achieve LEED* certification.

* Leadership in Energy and Environmental Design Certification by the U.S. Green Buildings Council.

Use of Renewable Energy at Sites

Across the Company, efforts are under way to enhance the use of renewable energy. In fiscal year 2008, Sony reached its ambitious goal of using 100% renewable energy to supply the 190 million kWh of electricity consumed by its European electronics, game and disc manufacturing sites as well as key office locations. As of July 2009 the Sony Group has a contract to purchase 70 million kWh of renewable energy annually through the Green Power Certification System in Japan, making it the country's largest user of the system. The Sony Group is also promoting use of Renewable Energy Certificates in the United States, purchasing approximately 42 million kWh of renewable



Solar panels installed at the Stuttgart Technology Center

energy under these contracts in fiscal year 2008. Additionally, SPE has installed 232kW solar power generating facilities at its head office. Measures such as these helped reduce Sony's global greenhouse gas emissions in fiscal year 2008 by approximately 92,000 tons.

Reducing Power Consumption of Products

Sony continues to take steps to reduce the power consumption of its products to ensure it is a market leader in this respect. Among them, reducing the power needs of televisions is Sony's first priority.

The BRAVIA™ V5 series, released in February 2009 in Japan, is the first in the world to employ a hot cathode fluorescent lamp backlight and uses approximately 40% less energy than its similar 2008 models. Equipped with a "Presence Sensor" that automatically switches off the picture when no one is present, these models offer an easy way to reduce energy usage. Since spring 2009, Sony has also released the BRAVIA™ VE5 and WE5 series with the same functions in worldwide markets.

Of the 12 new BRAVIA™ models available in Japan, the model with the greatest energy efficiency has an energy-efficiency achievement rate*¹ of 263% of the standard set forth under



BRAVIA™ LCD television KDL-46V5

Japan's Law Concerning the Rational Use of Energy, while all 12 models carried a five-star rating under the same energy-efficiency achievement rating system. In the United States, all Sony 2008- and 2009-model

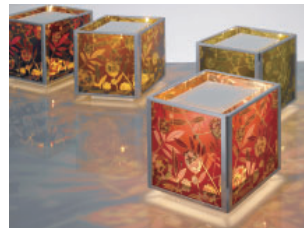
televisions*² met or exceeded the standards set by the International Energy Star program. As of June 2009, 36 Sony television models in Europe received the EU Ecolabel, the flower logo awarded to environmentally conscious products and services under a voluntary EU program. Sony is also taking all necessary measures to comply with the requirements of the European Energy-using-Products (EuP) Directive and the EuP Implementing Measures, which directly affect our product range.

*¹ This percentage represents power reduction when applied to the fiscal year 2008 standards set out under the Law Concerning the Rational Use of Energy in Japan.

*² All models released from January 2008 through July 2009

Environmental Technology

Environmental innovation is an integral part of our research and development activities. One promising technology is dye-sensitized solar cells. This technology allows for fabrication of solar cells at a lower cost and with fewer materials and less energy than conventional silicon-based solar cells. Dye-sensitized solar cells enable excellent power generation especially in low-



"Hana-Akari," a concept model of a lantern-like interior lamp powered by dye-sensitized solar cells

light situations and, depending on the dye color, can even provide color variations. Sony has achieved world-leading results in terms of electric power-generating efficiency and will continue to conduct research in this area to further enhance efficiency and ensure reliability with a goal of eventual commercialization.

Resources

Maximizing Use of Recycled and Reused Materials in Products

In order to conserve resources, Sony employs environmentally conscious design and actively works to reduce product weight and maximize use of reused and recycled materials. Sony is targeting a reused/recycled materials utilization ratio*¹ of 12% or higher by fiscal year 2010. Sony used a total of approximately 1.27 million tons of resources in products sold in fiscal year 2008, nearly the same level as in fiscal year 2007. Approximately 130,000 tons of reused/recycled materials were used, a decrease of about 1%.*² This resulted in a reused/recycled materials utilization ratio of approximately 10%.

Recycled plastics from end-of-life Sony cathode ray tube (CRT) televisions and polystyrene foam waste are reused in the components of new televisions.

Sony also recycles polycarbonate waste from CD production at its optical disc manufacturing subsidiary Sony DADC Japan Inc. into new polycarbonate by using a proprietary technology and facilities to remove surface coating. The recycled polycarbonate is used in casings for digital single-lens reflex (SLR) cameras, PSP® (PlayStation®Portable) and a variety of other products.

Sony Music Entertainment (SME), Sony DADC and SPE have taken steps that have reduced the weight of cases for CDs, DVDs and Blu-ray Discs, and have introduced paper cases in many markets around the world.



Recycled polycarbonate is used in the casings of the DSLR-A380 digital single-lens reflex (SLR) camera



Right: CD cases made of recycled paper, which SME has introduced in the U.S. market

Left: Environmentally conscious CD/DVD cases known as "Bend-it Green" developed by Sony DADC (Austria)

*1 Reused/recycled materials utilization ratio: Ratio of reused/recycled materials to product resource input (Reused/recycled materials are defined as naturally reoccurring materials (e.g., vegetable-based plastics), reused parts and recycled materials (e.g., recycled paper and plastics))

*2 Total resources used: Total resources used in products, accessories, manuals and packaging (total weight of products shipped is used for the purpose of calculation)

Promoting Environmentally Conscious Packaging for Electronics

In addition to maximizing use of reused and recycled materials in our products, Sony also considers packaging to be an important environmental consideration. Sony is reducing the



Efforts to reduce the volume of packaging materials used and the size of packaging have increased logistics efficiency for PSP® (PlayStation®Portable) (PSP-3000).

overall volume of packaging materials it uses, while also promoting the use of materials that are easy to recycle, easy to separate and clearly marked for recycling. The use of compact and integrated packaging also improves logistics efficiency. The Company is also committed to proper management of chemical substances used in packaging.

Product Recycling

Sony has also assumed an industry leadership position in the collection and recycling of end-of-life electronics products. The Company is committed to designing products that are easy to recycle and is working toward the development and efficient operation of low-environmental-impact recycling systems suited to differing social and regional needs.

The Company meets or exceeds applicable legislative requirements in different countries and regions, including the Home Appliance Recycling Law in Japan, the EU Directive on Waste Electrical and Electronic Equipment (WEEE Directive) in Europe and the Electronic Waste Recycling Act in the U.S. state of California. In partnership with Waste Management, SEL established its Take Back Recycling Program in 2007, an industry-first nationwide program that offers free and responsible recycling for all of its products in the U.S. As of June 2009, SEL had established 275 recycling drop-off locations. Additionally, from April 2009, SEL launched "GreenFillSM," a voluntary recycling

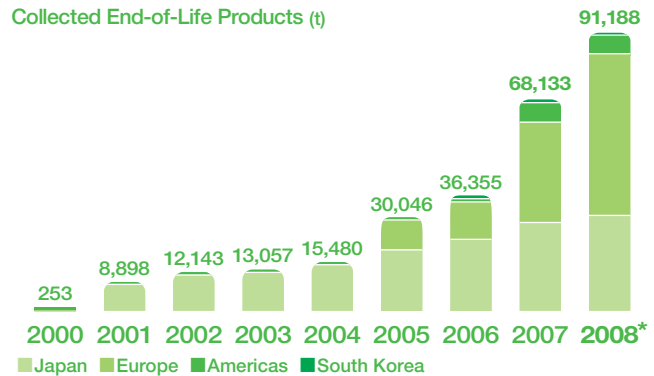


program through which consumers can recycle small electronics equipment from any manufacturer free of charge at participating retail locations.

In fiscal year 2008, efforts such as those highlighted above have enabled Sony to collect approximately 91,000 tons of end-of-life electronics products.

GreenFillSM program collection box for used small electronics equipment

Collected End-of-Life Products (t)



* The Netherlands and Belgium are excluded from the total for Europe in fiscal year 2008

Waste Reduction at Sites

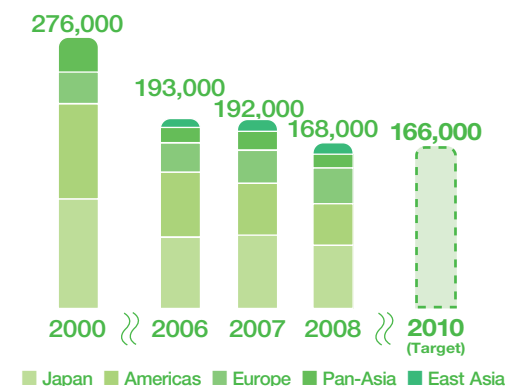
Sony aims to achieve an absolute reduction in waste from sites of 40% or more from the fiscal year 2000 level by fiscal year 2010,



Use of returnable containers for transporting materials domestically within Malaysia has further reduced waste from logistics.

as well as a waste reuse/recycle ratio of 99% or more at manufacturing sites in Japan and 95% or more at manufacturing sites outside Japan. In line with these targets, Sony is implementing a variety of measures to reduce waste, including the introduction of reusable packaging when shipping parts and more effective use of materials. In fiscal year 2008, waste from Sony sites totaled approximately 168,000 tons, 39% below the fiscal year 2000 level. Sony's waste reuse/recycle ratio in fiscal year 2008 was 99.2% for sites in Japan and 87.8% for sites outside Japan.

Waste from Sites (t)



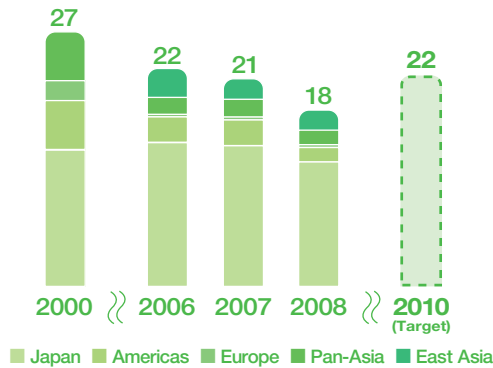
Water Consumption by Sites

Sony is taking steps to reduce water consumed by its sites in line with its target of achieving an absolute reduction of 20% or more in the volume of water purchased or drawn from groundwater for manufacturing purposes from the fiscal year 2000 level by fiscal year 2010. In fiscal year 2008, Sony sites used approximately 18.20 million m³ of water, a reduction of approximately 3.10 million m³ from fiscal year 2007 and 32% below the fiscal year 2000 level.



Ozone water recovery system installed at Sony Mobile Display Corporation's Yasu Plant

Water Consumption by Sites (million m³)



Chemical Substances

Management of Chemical Substances in Products

Sony's electronics products include hundreds of parts containing a variety of chemical substances. To minimize the impact of any such substances on the environment, Sony has established its own global standards for the management of chemical substances that comply with laws and directives restricting certain chemical substances in products—including the EU's Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive—and reflect the opinions of its various stakeholders. At the same time, Sony has established its own Green Partner Environmental Quality Approval Program, which outlines globally consistent chemical substance management standards for Sony suppliers worldwide. As a result, Sony has succeeded in eliminating certain hazardous chemical substances from almost all Sony products worldwide. Additionally, Sony is promoting efforts to reduce the use of polyvinyl chloride (PVC), brominated flame retardants (BFRs) and other substances not covered by regulations.

Sony also collects comprehensive data on certain chemical substances in parts and materials purchased from suppliers and has set up necessary procedures to comply with the EU's Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) regulation requirements.

Developing a Mercury-Free Alkaline Button Battery

Sony has succeeded in developing a mercury-free alkaline button battery (LR), which is scheduled to become available in Japan in October 2009. Based on past sales, it is estimated that the



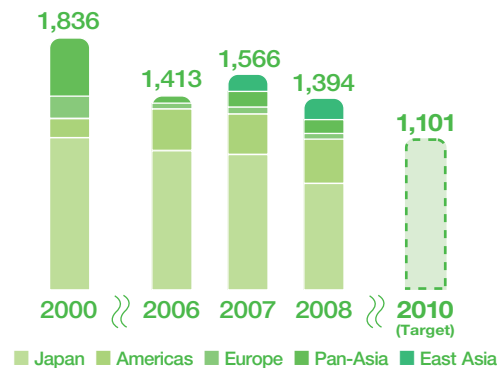
Mercury-free alkaline button battery

new mercury-free alkaline button battery, in addition to Sony's existing mercury-free silver oxide button batteries, will result in a reduction of approximately 470kg of mercury per year.

Management of Chemical Substances Used by Sites

Sony has developed a common global approach to the management, emission and transport volume of chemicals used at its sites. The Company is targeting a 40% or more reduction in volatile organic compounds (VOCs) released into the atmosphere from the fiscal year 2000 level by fiscal year 2010. In fiscal year 2008, Sony released approximately 1,394 tons of VOCs into the atmosphere, 24% less than in fiscal year 2000. Sony has also formulated its own in-house environmental accident prevention policies and emergency response procedures.

Release of VOCs into the Atmosphere (t)



Biodiversity

Protecting Biodiversity

Sony is taking steps to protect biodiversity at its sites through site greening activities and initiatives aimed at helping to restore areas outside its sites to their natural state. For example, Sony EMCS Corporation's Tokai TEC Kohda Site maintains a natural forest on its site called the "Sony Forest," which is open to the public. In another example, Sony Inter-American in Panama has participated in a program to protect the harpy eagle, Panama's national bird, providing support for the Harpy Eagle Center and assisting with educational initiatives since 1995.



Harpy eagle