

Sony strives to address the needs of local communities by leveraging the Company's innovative products and technologies and the strengths of Sony Group employees, individually and in partnership with our stakeholders.

## Social Contribution Program Celebrates 50 Years



Sony founder Masaru Ibuka

In Sony's Founding Prospectus, one of its founders, Masaru Ibuka, set as a primary goal "the promotion of education in science among the general public." He was convinced that enhancing scientific literacy would be critical for the recovery of post-war Japan and that science education for children was the key. Accordingly, the Sony Fund for the Promotion of Science Education was established in 1959

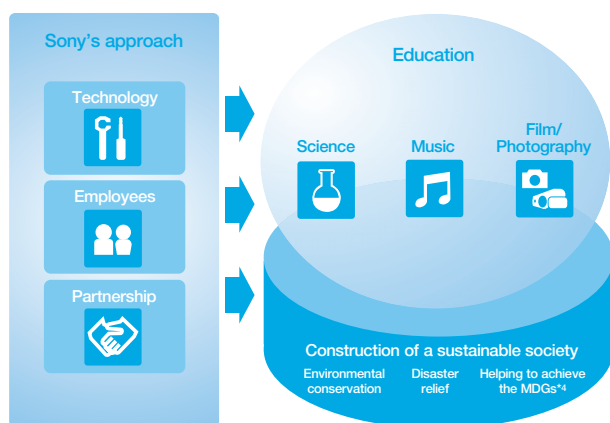
to support elementary schools in their pursuit of science education excellence.

Since that time, and consistent with the Company's evolution, Sony has broadened the scope of its activities to include arts education as well. Sony aims to encourage children to take an interest in science and the arts, and to enhance their capacity for logical thinking and creativity. Sony also strives to fulfill its responsibilities as a global corporate citizen by working to address issues ranging from global warming to poverty, by leveraging its vast technological and human resources and by working together with international agencies, NGOs and others who share its philanthropic goals and priorities.

With the support of Sony's Social Contribution Committee based at Sony's headquarters in Tokyo, Sony Group companies worldwide, as well as six Sony foundations, promote initiatives tailored to local needs in accordance with the Company's social contribution policy: "To undertake activities in fields where it is best able to do so, to help address the needs of communities in which Sony operates."

Sony promotes employee participation in such activities through programs including its global in-house volunteer program known as "SomeOne Needs You,\*1" and various "matching gift" programs whereby Sony matches charitable donations made by employees up to established limits. During fiscal year 2008, the Sony Group spent approximately ¥5.4 billion\*2 on social contribution activities, and approximately 90,000\*3 Sony Group employees participated in volunteer initiatives through Sony.

## Sony's Social Contribution Activities



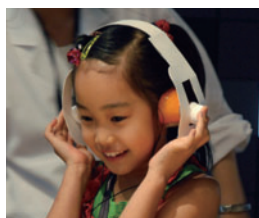
\*1 A name developed using the letters S,O,N and Y

\*2 In addition to donations, sponsorships, and independent program expenses (facility operation expenses), this amount includes the market prices of products donated.

\*3 Includes participants in fund-raising efforts and blood drives (figures for years prior to fiscal year 2008 include fund-raising and blood drives from certain Sony Group companies only)

\*4 The Millenium Development Goals (MDGs) form a blueprint to respond to the world's main development challenges. The MDGs are drawn from the actions and targets contained in the Millenium Declaration that was adopted by 189 nations at the UN Millenium Summit in September 2000.

## Science & Technology Education



Headphones made from plastic bottles and milk cartons

In 2009, in commemoration of the 50th anniversary of its social contribution activities, Sony launched the Sony Science Program, a series of workshops for children that brings together the best of the Company's science education initiatives from the past half-century and adds new workshops developed by Sony employees. The employees

themselves support the workshop as the lecturers, and help children to experience the joy and wonder of science. Starting at Sony ExploraScience (Tokyo), the Sony Science Program will be held in various places related to Sony, such as manufacturing sites and museums, so that many children around the world can participate.



Experiencing motion capture technology at the Sony Wonder Technology Lab

In 2008, the Sony Wonder Technology Lab (SWTL), Sony's free, state-of-the-art, interactive technology and entertainment museum in New York, unveiled 14 new interactive exhibits following a multi-million dollar renovation and extensive collaboration across all of Sony's businesses. The innovative hands-on exhibits

enable visitors to see their own dance moves performed by an animated character using motion capture technology, program a robot, and work as a team to produce an HDTV news broadcast, among other things. All are designed to introduce visitors to the possibilities enabled by technology as well as future careers in media, science, technology and the arts. SWTL welcomes more than 200,000 visitors each year.

The Sony Creative Science Award, organized by Sony Group companies in Singapore and Science Centre Singapore, encourages children between the ages of seven and twelve to create toys that demonstrate scientific principles. Now in its eleventh year, the contest drew approximately 3,000 entries from 108 elementary schools in 2008. In addition to the toy-making competition, the event also features workshops and shows involving science experiments, thereby providing an opportunity to promote and encourage scientific curiosity and creativity among children. Since 2005, the competition has been recreated for children in Saudi Arabia, as well.

## Regional Social Contribution Highlights

As a global company, Sony is keenly aware of the importance of the Millennium Development Goals (MDGs) and works in partnership with international organizations and NGOs to implement a diverse array of activities around the world not only where it operates, but also in other areas, to support these goals.

### Africa



Children participating in UNICEF's EYE SEE project  
©UNICEF/Madagascar 2009

Since 2006, Sony has cooperated with the United Nations Children's Fund (UNICEF) on the EYE SEE project, a digital photography initiative that encourages children in developing countries who face difficult circumstances to take photographs and create photo essays of their day-to-day lives. The goal of the project is to help

people around the world better understand the problems faced by these children and their communities and to inspire the participating children—who in the future will be a key to solving these problems—to take an interest in the issues.

Sony also works with NGOs in developing countries, notably in Africa, to aid in social development. For example, Sony supports the Mobile Library Project in South Africa by soliciting donations of books from Sony employees around the world to be lent to students in the most rural parts of the country.

### China



Support-for-Schools Project

As part of the Support-for-Schools Project and in an effort to respond to a severe shortage of desks and chairs, as well as antiquated blackboards having a detrimental effect on children's health in poor, rural areas in China, Sony has donated desks, chairs and

blackboards to 130 elementary schools since 2003. Approximately 35,000 children have been helped to date through this program. In addition, Sony Group companies and employees donated approximately ¥190 million to assist victims of the Sichuan Earthquake in May 2008. In addition to support for relief efforts, these funds are being used to assist in the construction of new schools. The first of these schools, Bayi Spring-bud Earthquake-Proof School in the city of Jiangyou, Sichuan Province, was completed in fiscal year 2008 and is already in use. A second school is scheduled for completion in fiscal year 2009. Sony also aims to stimulate children's interest in science through special experimental classes conducted in cooperation with Sony ExploraScience in Beijing.

### U.S.



Benefit concert of the SPO, which featured Yo-Yo Ma and Daniel Harding

In October 2008, the Sony Philharmonic Orchestra (SPO), a full symphonic orchestra comprised primarily of Sony employees, performed a special benefit concert at Carnegie Hall in New York. The orchestra was led by Maestro Daniel Harding, Principal Guest Conductor of the London Symphony Orchestra,

with world-renowned cellist and Sony Music Entertainment recording artist Yo-Yo Ma performing as guest soloist. The concert raised more than \$130,000 in support of arts education in New York City public schools. In addition, the SPO provided a once-in-a-lifetime experience to aspiring musicians, inviting a select group of public school students to an open rehearsal on the day of the performance.

### Europe



©Daniel Beltrá, courtesy of the Sony World Photography Awards 2009

In 2009, Sony Europe worked with the Prince's Rainforests Project (PRP), an NGO established by His Royal Highness the Prince of Wales to support rainforest preservation efforts, to introduce a new category into the Sony World Photography Awards—one of the largest photography contests

in the world. The winner of the award, Daniel Beltrá, received funds to cover a photography mission to document the rainforests on four continents in order to convey the magnificence of the rainforests and the seriousness of rainforest destruction. A rainforest-themed exhibition of the resulting images is scheduled to be held in Europe in the fall of 2009.