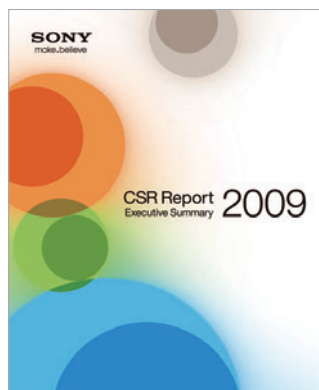
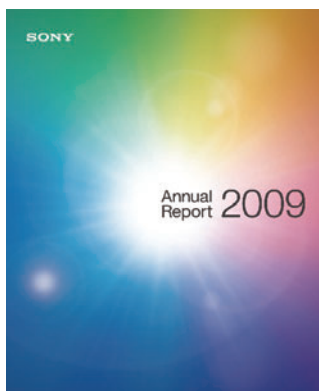


CSR Report Executive Summary



Annual Report



For Sony's latest Annual Report, please visit the following websites:

Japanese <http://www.sony.co.jp/IR/>
English <http://www.sony.net/IR/>

About the CSR Websites

Information pertaining to Sony's CSR activities is comprehensively disclosed on Sony's websites. An electronic version of the printed report is also available. Please access the following websites to follow Sony's CSR and environmental activities in various regions around the world.

Sony's Websites Pertaining to CSR & Environmental Activities

Global Sites

<http://www.sony.co.jp/csr> (Japanese)

<http://www.sony.net/csr> (English)

Americas

<http://www.sony.com/SCA/philanthropy.shtml>

<http://www.sony.com/green>

East Asia

<http://www.sony.com.cn/csr/> (Chinese)

Europe

<http://www.sony.eu/eco>

Pan-Asia

<http://www.sony-asia.com/section/csr>

For inquiries regarding this report or Sony's CSR activities:

Sony Corporation

Corporate Social Responsibility Dept.

7-1, Konan 1-chome, Minato-ku,

Tokyo 108-0075, Japan

Phone: 81-3-6748-2111

Fax: 81-3-5448-2244

<http://www.sony.co.jp/SonyInfo/Support>

Museums and Exhibition Spaces

Sony organizes exhibitions of various kinds, including exhibitions at educational museums that are designed to stimulate interest in media, science and technology.

Sony ExploraScience (Tokyo and Beijing)

In these science museums produced by Sony, visitors can actually see, touch and enjoy the principles and laws of science in action and the progress and fascination of digital technology.

<http://www.sonyexplorascience.jp/english/>

<http://www.sony.com.cn/ses/> (Chinese)

Sony Wonder Technology Lab (New York)

This interactive museum brings technology and creativity together to make learning experiential, entertaining and fun. The Lab's exhibits showcase the positive impact technology can have on virtually any discipline, from medicine to movie-making.

<http://www.sonywondertechlab.com>

Sony Archives (Tokyo)

The Sony Archives building showcases the pioneering products that Sony has given the world as well as a variety of significant documents and materials related to Sony's history.

<http://www.sony.co.jp/museum/>



Sony has obtained third-party verification from Bureau Veritas Japan Co., Ltd. to ensure the reliability and consistency of environmental data found in this report and on Sony's website, and to facilitate the ongoing improvement of Sony's environmental management.



The following information on Sony's CSR activities is available at the Sony website. The website is updated as needed:

CSR Report

- Disclosure on Sony's CSR Information
- Global Reporting Initiatives (GRI) Sustainability Reporting Guideline 2006 and its Content Index

Management System

- Message from the CEO Howard Stringer
- Special Feature: Two Key Members of Sony's New Management Team Talk about CSR at Sony

Corporate Governance

Compliance

Product Responsibility

- Providing High-Quality Products and Services

Supply Chain Management

- Underlying Philosophy
- CSR in Procurement
- Basic Approach to CSR in the Supply Chain
- Policy for CSR in the Supply Chain
- Basic Framework
- Sony's Structure for Promoting Supply Chain Management
- Implementation

Product Quality and Quality Management

- Sony's Quality Management Control System Organizational Structure
- Responding to the Customer
- Product Quality Information Channel
- Initiatives Aimed at Improving Product Safety and Long-Term Reliability
- Efforts to Ensure Product Information Security
- Responses to Quality Issues

Responsiveness and Customer Service

- System
- Training for Customer Service Staff
- Customer Information Centers
- Using the Internet
- Repair and Service Network

Accessibility and Usability

- Verification through Usability Assessment
- Making Products Easier to Use
- Providing Information to a Diverse Range of Customers
- Age-based Rating Systems for Game Software

Employees

Employee Information

- Total Number of Employees, Personnel by Business Segment, Personnel by Geographic Segment
- Composition of Sony Corporation's Directors and Corporate Executive Officers

Employee-Management Relations and Communication

- Employee-Management Relations and Structural Reforms
- Employee-Management Communication
- Employee Opinion Survey

Human Rights and Equal Opportunities

- Basic Policy on Human Rights and Equal Opportunities
- System and Practices for Promoting Human Rights

Human Resources Systems and Personnel Development

- Evaluation and Compensation Systems
- Developing Business Leaders
- Developing Engineers
- Employee Training Programs
- Support for Career Building

Occupational Health and Safety

- Basic Policy and Management Systems
- Risk Assessment
- Business Continuity Plan
- Global Workplace Injury Statistics
- Employee Health
- HIV/AIDS

Diversity

- Gender
- Employing Individuals with Disabilities
- Employing Senior Citizens

Work-Life Balance

- Flexible Working Styles
- Measures to Promote Work-Life Balance

Community

Social Contribution Activities

- Philosophy of Sony's Founder
- Sony Science Program: Celebrating 50 years of Social Contribution Activities
- Structure
- Volunteer Programs
- Emergency Humanitarian Assistance
- Expenditures for Social Contribution Activities in Fiscal Year 2008
- International Cooperation

Environment

Environmental Management

- Sony Group Environmental Vision
- Overview of Sony's Environmental Impact
- Green Management 2010
- Environmental Management Structure

Climate Change

- Strategy on Climate Change
- Reducing Greenhouse Gas Emissions at Sites
- Reducing Greenhouse Gas Emissions Related to Products and Services
- Reducing Greenhouse Gas Emissions by Transport

Resources

- Establishing Resource Conservation System
- Resources Conservation at Sites
- Conservation of Resources Used in Products and Services

Chemical Substances

- Management of Chemical Substances at Sites
- Management of Chemical Substances in Products

Biodiversity

- Biodiversity

Sites

- Environmental Conservation at Sites

Products and Services

- Reducing Environmental Impact of Products and Services

Logistics

- Reducing Environmental Impact of Logistics

Product Recycling

- Sony's Recycling Philosophy
- Product Design for Recyclability
- Recycling Activities in Japan
- Recycling Activities in Europe
- Recycling Activities in North America
- Recycling Activities in Asia, Oceania and South America
- Links to Product Recycling Information in Each Region

Environmental Communication

- Communicating with Society
- Communicating within the Sony Group
- Communicating with the Local Community

Environmental Technology

- Environmental Technology

Environmental Data

- Environmental Data Collection Methods and Rationale
- ISO 14001-Certified Sites
- Overview of Sony's Environmental Impact
- Environmental Data for Sites
- Greenhouse Gas Emissions from Sites
- Emissions of Air and Water Pollutants
- Environmental Data for Products
- Environmental Data for Logistics
- Environmental Data for Product Recycling
- Environmental Conservation Cost
- List of Controlled Substances at Sites
- Storage of Electronics Equipment Containing PCBs in Japan
- Independent Verification Report
- History of Environmental Activities at Sony

CSR Innovation

- Technology
- Partnership
- Marketing
- Design

