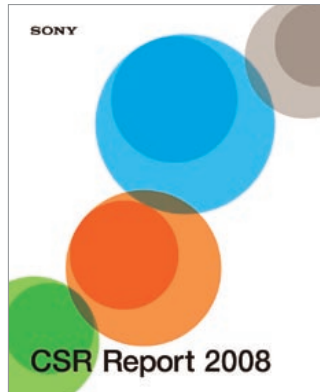


CSR Report



This report contains Sony's ideas and initiatives regarding key CSR activities

Printed Report and Website



Information pertaining to Sony's CSR activities is disclosed in this report and on Sony's website. This report provides information relevant to key CSR topics, while the website contains supplemental data.

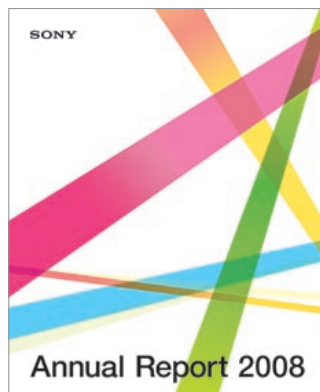


CSR Website



Website containing detailed information pertaining to Sony's CSR activities

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/>

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

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/>

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 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.

<http://www.sony.net/csr/>

The following information on Sony's CSR activities is available at the Sony website:



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
Interview with the President Ryoji Chubachi
Corporate Governance
Compliance

Product Responsibility

Product Quality and Quality Management

- Organizational Structure
- Responding to the Customer
- Product Quality Information Channel
- Safety Initiatives
- Efforts to Ensure Product Information Security
- Responses to Quality Issue

Responsiveness and Customer Services

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

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

Supply Chain Management

- Underlying Philosophy
- Electronic Industry Alliance, Electronic Industry Citizenship Coalition (EICC)
- Sony Supplier Code of Conduct
- EICC Joint Supplier Audits

Employee

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 Relation
- Communication with Top Management
- Employee Opinion Survey

Human Rights and Equal Opportunities

- Human Rights Provisions
- Human Rights and Training

Diversity

- Gender
- Employing Individuals with Disabilities
- Employing Senior Citizens

Work-Life Balance

- Upgrading Our Systems
- Support Programs

Human Resources Systems and Personnel Development

- Evaluation and Compensation Systems
- Developing Business Leaders
- Developing Engineers
- Employee Training Programs

Occupational Health and Safety

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

Social Contribution

Outline of Social Contribution Activities

Introduction of Corporate Social Contribution Activities

- For the Next Generation
- Volunteer
- Emergency Humanitarian Assistance
- International Cooperation Activities

Environment

Sony Group Environmental Vision

Environmental Management

- Environmental Management System
- Overview of Sony's Environmental Impact
- Green Management 2010
- Green Management 2010: Progress Report

Environmental Data

- Environmental Data Collection Methods and Rationale
- ISO14001 Certified Sites
- Environmental Data for Sites
- Greenhouse Gas Emissions from Sites
- Emissions of Air and Water Pollutant
- Environmental Data for Products
- Environmental Conservation Cost
- List of Controlled Substances at Sites
- Independent Verification Report
- History of Environmental Activities at Sony

Reducing Environmental Impact

- Reducing Environmental Impact of Products
- Environmental Conservation at Sites
- Reducing Environmental Impact of Logistics

Environmental Technologies

Product Recycling

- Sony's Recycling Philosophy
- Development of Resource Conservation System
- Recycling Activities in Japan
- Recycling Activities in North America
- Recycling Activities in Asia, Oceania, Latin America
- Recycling Activities in Europe
- Links of Product Recycling Information in Each Area

Environmental Communication

- Communication with Society
- Communicating within Sony Group
- Communicating with the Local Communities

CSR Innovation

Technology

Partnership

Marketing

Design



Printed on FSC-certified paper.

Printed with volatile organic compound (VOC)-free, vegetable oil-based ink using waterless printing, which generates no hazardous waste fluids.