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SONY ELECTRONICS TAPS MARK COLLETT TO LEAD SECURITY SYSTEMS DIVISION

Park Ridge, N.J.— Oct. 4, 2010 – Sony Electronics announced the appointment of Mark Collett as General Manager (GM). As GM, Collett will be responsible for overall management and leadership of Sony's Security Systems Division within the United States.

"Mark is a well-known and respected leader and comes to Sony with a proven track record in business development within the security industry," said Steven Blum, vice president of Sony Electronics Business Solutions Division. "We are confident that Mark's broad expertise and energetic leadership will take our security business to the next level."

Collett has more than 20 years of business development, marketing, product management, and engineering experience spanning emerging network software and hardware product markets. Prior to joining Sony Electronics, he was managing principal and business strategist for IBM's Digital Video Surveillance business.

"I am excited to join Sony's leadership team at this time when businesses are seeing the advantages of networked surveillance," Collett said. "Sony's leading high-definition video technology continues to drive growth in the security systems division. Couple that with a brand customers and integrators trust and we have the building blocks for continued success."

Collett is a graduate of Babson's Technical Management Education Program and holds degrees in Computer Science and Business.

Sony offers broad range of security products that range from inexpensive analog and IP devices to full HD feature rich cameras and storage devices. With dozens of options and industry leading technology such as View-DR, XDNR and ultra long range HD panoramic capabilities of XIs, Sony security solutions is ideal for applications like municipalities, transportation, ports, Homeland Security, utilities, education/campus, arenas, healthcare, fire safety and more.

For more information on Sony Electronics' Security Solutions Group, please visit www.sony.com/security.

About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service.

Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and 3D high-definition televisions, Cyber-shot® and α digital cameras, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers; and in high-definition professional broadcast and production equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXRD™ 4K digital projector. The latest news and information is available at the company's web site at www.sony.com/news.

EDITORS' NOTE: Headshot available upon request.