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**NEW YORK GIANTS ADOPT SONY XDCAM HD TECHNOLOGY
FOR VIDEO PRODUCTION AND COACHING APPLICATIONS**

*Optical Camcorders and Decks to Capture and Produce
Highlight Videos, In-game Video Elements, Web Content and More*

PARK RIDGE, N.J., Dec. 14, 2009 -- The New York Giants are the latest professional sports team to standardize its video production on Sony's XDCAM HD422 optical disc technology. The team is using the optical camcorders and decks for all its video production. In addition, the team will use XDCAM technology as a key element of its coaching analysis.

The team is using several of Sony's XDCAM® HD422 optical camcorders as EFP cameras to capture a variety of video elements for team and fan enjoyment. XDCAM HD decks also serve as the Giants' "house" recording format. XDCAM technology is also part of the team's plans for using state-of-the-art video for game preparation and analysis, recruiting, scouting, diagramming and more.

Sony has enjoyed a long-term technology relationship with the NFL, since the league standardized all its video production on Sony's Betacam SX format. According to Sony, with several NFL teams, including the Giants, now using the optical technology – and many more planning to convert – XDCAM's file-based design and workflow efficiency make it a logical choice to become the next standard for professional video sports production.

"As an organization, we always try to stay on the cutting edge," said Dave Maltese, video director, coaching acquisition and analysis, New York Giants. "This

approach not only applies to the team we put on the field and our training methods, but also to the technology we use to create entertainment content with the highest level of production values for our fans. The XDCAM system fits our needs perfectly and makes our video production extremely efficient.”

The XDCAM technology is being used for a range of video production, according to the Giants, including developing content for playback on video and LED screens during games, video features and podcasts for the team web site, interviews with players and coaches, original programming, highlight videos, specials, PSA’s, and promotional spots.

According to Maltese, the XDCAM system allows crews to capture high-quality footage from which they can easily edit. He added that the system’s optical workflow, superb image quality and longer archival capabilities of the Professional Disc™ media were the main reasons for choosing the system.

The Giants are using the XDCAM technology both in the current Giants Stadium, and in their training facility, the Timex Performance Center. The team will continue to use XDCAM when it moves to their new stadium for the 2010 season.

“We were looking for a strong internal video production system as well as increased video capture flexibility,” Maltese said. “Sony’s state-of-the-art HD technologies were a logical choice for us both now and in the long term.”