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**SONY AND THINKER INC. COLLABORATE WITH MARS SNACKFOOD US
TO ROLL OUT FELICA-BASED DIGITAL SIGNAGE APPLICATIONS**

LAS VEGAS (SHOWEST #1905), March 30, 2009 – Sony Electronics and Thinker, Inc., an authorized FeliCa technology deployment channel partner, today announced that Mars Snackfood U.S. has joined the two companies in the development and implementation of a FeliCa-based digital signage and delivery portal solution for trade shows.

“Thinker’s iACCESS® interactive touchscreen digital media portals with intelligent navigation technology combined with Sony FeliCa’s contactless transactional capabilities can encapsulate disparate technologies and offer an integral real time user experience, while seamlessly delivering a record of that experience to the relevant distributor,” said Tim Lindner, director of strategic business development for Sony FeliCa America.

“By leveraging FeliCa technology in a trade show digital signage application, we are able to enrich the user experience with client centric multiple migration paths to data of interest presented in a visually dynamic way,” said Denise Mraz, president of Thinker Inc. “Our EventACCESS® connects any registration and lead retrieval to FeliCa-enabled digital signage, messaging and reporting, and phase II will extend to the complete product offering and in several languages.”

“A typical trade show scenario included us explaining, showing, making a lot of notes, taking surveys, sorting leads and mailing tons of literature with follow up sales calls,” explained Vinnie Rinaldo, customer events director for Mars Snackfood U.S. “The MarsAllACCESS digital application will provide a comfortable level of immersion for trade show attendees to shop and consider information in a non-intrusive manner, and our personnel can now focus on relationship building.”

About Sony FeliCa

The Sony-developed FeliCa microchip provides a fast, convenient and secure all in-one solution platform for multiple applications, including electronic pre-paid transactions, access, interactive signage, and membership or loyalty rewards systems.

The chip combines processing, storage and communication functions, and can be implemented in a variety of form factors like cards, key chains and mobile phones. Deployed in Asia for more than ten years, FeliCa technology has formed the basis for transportation access and merchant communities where customers can easily and rapidly purchase goods and services. More information about FeliCa technology is available at www.sony.net/Products/felica. System integrators and application developers can obtain more information about the FeliCa channel program by calling (845) 405-6872.

About Thinker Inc.

Based in Las Vegas, Thinker Inc. is an end-to-end network provider of intuitive, intelligent navigation, combining a database with real-time business logic to streamline way-finding and provide internationalized content delivery within a digital portal both onsite and online. Additional information for Thinker Inc. can be found at www.iaccessusa.com.

About Mars Snackfood U.S.

Mars Snackfood U.S. is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the United States, Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Mount Olive, N.J., Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US, headquartered in Hackettstown, N.J., includes some of the world's favorite brands such as DOVE(R) Brand Chocolate, M&M'S(R) Brand, MILKY WAY(R) Brand, SNICKERS(R) Brand, 3 MUSKETEERS(R) Brand, TWIX(R) Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN'S(R) Brand, PEDIGREE(R) Brand Food for Dogs, and WHISKAS(R) Brand Food for Cats. Please visit www.mars.com.

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