

FOR IMMEDIATE RELEASE

Steve Elzer
Sony Pictures Releasing
(310) 244-7142
Steve_elzer@spe.sony.com

Tom Di Nome
Sony Electronics
201-930-6357
Tom.dinome@am.sony.com

**SONY ELECTRONICS EXPANDS DIGITAL CINEMA DEPLOYMENT
AGREEMENT WITH SONY PICTURES TO COVER ASIA**

LOS ANGELES, April 23, 2009 – Sony Pictures Releasing International Corporation (SPRI) has entered into an agreement with Sony Electronics' Digital Cinema Solutions and Services (DCSS) group for 4K DCI-compliant digital cinema deployments in Hong Kong, Japan, Korea, Singapore and Taiwan. SPRI is an international motion picture distribution arm of Sony Pictures Entertainment (SPE).

SPE and DCSS previously announced plans to work together in the deployment of digital cinema projection systems in Europe and North America. This announcement will now provide exhibitors in major parts of Asia with operational and financial resources needed to implement Sony Electronics'

DCI-compliant 4K SXRD™ projection technology. DCSS has already entered into agreements with four major studios -- Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox, and Walt Disney Studios Motion Pictures International – for deployments in the United States and Canada. DCSS now has agreements with two major studios for Asia –Sony Pictures Entertainment and Twentieth Century Fox.

Sony Electronics' 4K digital projection technology will provide exhibitors and distributors with technology that will make it possible to offer consumers a wider selection of programming choices including 3-D and alternative content. To support this digital deployment effort, SPRI will supply its upcoming releases, when booked, in digital form; and provide financial contributions for a limited time to promote DCI-compliant technology.

“As we move toward an all-digital future, exhibitors are going to need the product, resources, and marketing support of companies like Sony Electronics and its Digital Cinema Solutions and Services group, in order to offer their customers the most compelling state-of-the-art cinema experience available today,” said Mark Zucker, President, Sony Pictures Releasing International Corporation.

The DCSS group was formed to provide turn-key solutions for exhibitors that will enable them to efficiently convert their operations to digital technology.

“The growth of digital cinema is a worldwide technological reality, so it makes sense that any agreement covers the broadest reach possible,” said Mike Fidler, Senior Vice President of Sony Electronics’ Digital Cinema Solutions and Services Group. “We’re extremely pleased to be working with SPRI on our expanded joint efforts.”

In addition to digital projection system deployment, Sony Electronics’ DCSS group offers installation, maintenance, and support services. The group also works with exhibitors on the deployment of alternative content – including gaming, sporting events and music concerts – in order to develop more revenue-generating opportunities as the industry transitions to digital delivery.

About Sony Pictures Entertainment

Sony Pictures Entertainment is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution, operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.