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**SONY ANNOUNCES NEW EXHIBITOR AGREEMENTS AS CONVERSION
TO 4K DIGITAL CINEMA TECHNOLOGY CONTINUES**

Five New Exhibitors Sign on with Sony for Digital Upgrades

LAS VEGAS (ShoWest Booth #1905) April 1, 2009 – Sony Electronics is announcing digital cinema agreements and deployments with five exhibitors across the United States, at the ShoWest trade show here this week. The new agreements range from outfitting facilities with Sony’s 4K digital projection technology to providing complete turn-key solutions for converting to digital technology.

The new exhibitors are: Muvico Theaters at the Oaks, Thousand Oaks, Calif.; Alamo Drafthouse at the Village, Austin, Texas; The Palace Theater, Canadian, Texas; Lincoln Square Cinemas in Bellevue, Wash.; and Channelside Theaters in Tampa, Fla.

“The digital cinema industry continues to embrace the unique benefits of Sony’s 4K technology, for offering a dynamic entertainment and movie-going experience,” said John Scarcella, president of Sony’s Broadcast and Business Solutions Company. “The diversity of these new theater relationships demonstrates how Sony is able to provide everything that an exhibitor needs for success in digital cinema: the highest-quality, most flexible 4K projectors available, and also creativity, technical and content innovation, support and service.”

The new exhibitors are designed as “premium” entertainment destinations, offering guests not only high-quality motion picture projection, but also a range of services and amenities.

The Alamo and Palace facilities are being handled through Sony’s Digital Cinema Systems Division. The Alamo is installing 4K projectors in each of its four auditoriums, while the Palace’s single-screen facility will convert to 4K. For each, Sony is working with the exhibitors to install the 4K projectors as well as provide maintenance, service and ongoing support for their roll-outs.

The Muvico, Lincoln Square, and Channelside projects are being managed through Sony’s Digital Cinema Solutions and Services Group, which will also work with the exhibitors to provide installation and complete integration services. Additionally, The DCSS group works with Hollywood studios to provide operational and financial resources to exhibitors, providing them the performance benefits of 4K technology as a primary component in their digital cinema systems. The group also includes alternative content opportunities and gaming as part of its offerings.

The Muvico at the Oaks facility is the theater chain’s second multiplex to completely convert to Sony 4K projectors, following its Chicago area location. Muvico plans to convert additional complexes to 4K technology as well.

Lincoln Square is equipping 15 of 16 screens for 4K playback, and Channelside is upgrading five of its nine auditoriums to 4K.

Each exhibitor is also including 3D projection as part of its 4K roll-out. These new agreements are among the first installations of Sony’s newly announced relationship with RealD to provide exhibitors with 3D digital cinema systems.

In addition to committing to Sony's 4K projectors for their conversion to digital, these exhibitors may also consider plans to use a range of other Sony products in their facilities, for example LCD displays in lobby and concession areas for digital signage, menu boards and full-motion video trailers.