

**SONY ELECTRONICS ANNOUNCES EXTENDED
WARRANTY PROGRAM FOR PROFESSIONAL LCD DISPLAYS**

New Packages Offer Extensions to either Three or Five Years

PARK RIDGE, N.J., Aug. 20, 2008 – Sony Electronics is offering extended warranty packages on its professional LCD displays, allowing customers to continue receiving comprehensive product and technical support after a display's standard limited warranty expires.

The specially priced packages apply to select LCD models, and extend the standard warranty from two years parts and labor (one year on the panel) to a choice of either three or five years total for parts, labor and the panel, from the date of product purchase.

“As with all our service and warranty programs, our goal is to offer the highest level of value, in addition to helping customers protect their technology investment as much as possible,” said Erwin Ishmael, senior vice president of Sony's Professional Services group. “These new programs are attractive, cost-effective maintenance solutions that can help to guard against unanticipated and expensive repair costs.”

The new EW programs also include toll-free telephone support and technical assistance from date of purchase, and all parts and labor on remedial repairs, excluding wear and tear or consumable items.

According to Ishmael, an especially attractive feature of the new EW packages is low-cost pricing based on screen size, which helps to make the purchase of extended support more affordable for customers.

The new extended warranty programs can also be complemented by Sony's SupportNET service agreements, to add an additional layer of product support and protection. Benefits include: flexible on-site and exchange service programs, predictable maintenance costs with no hidden charges, quality repairs performed by skilled, factory-trained technicians and service backed by Sony's engineering expertise and resources.

For more information on the new extended warranty programs, and all offerings from Sony's Professional Services group, visit www.sony.com/professionalservices.