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**SONY PROFESSIONAL SERVICES TAKES HOME 7<sup>TH</sup> NORTHFACE  
SCOREBOARD AWARD FOR SERVICE PERFORMANCE**

**PARK RIDGE, N.J., April 14, 2009** – Sony’s Professional Services group was recognized with the [NorthFace ScoreBoard Award](#) for service performance, marking the seventh year the group has been honored.

The award goes to companies who earn a customer survey rating of at least 4.0 out of 5.0 for performance in the areas of field service, customer service and repair. Sony Electronics was among 23 companies that received the award out of 75 nominated companies worldwide. The high rating came with a customer satisfaction award from customer service and loyalty research and consulting firm [Omega Management Group](#).

The Sony Professional Services group supports customers using Sony professional products in broadcast, digital cinema, display, medical, security and digital photography product applications. According to Erwin Ishmael, senior vice president for Sony professional services, this year he was particularly impressed with the group’s support of the 2008 Summer Games in Beijing using [Sony professional camera systems and media](#).

“Our customers that rated us included networks,” Ishmael said. “I was at the Games, and I can testify to the quality and satisfaction of service from SPS.”

According to Ishmael, on a 5.0 scale, SPS achieved a customer rating of 4.4 in field service, up from 4.0 last year. The group earned a 4.3 in customer service and a 4.0 in repair facility.

In addition to supporting everyday customer operations, SPS provides on-site support for customers at events including U.S. political conventions, and the Summer and Winter Games. Sony's field service group has sent a team of engineers to every Games since 1984.

In the past year the group also developed deals with customers including providing computer data back-up, restore and remote-monitoring services for retail chains in the United States and Japan.

Ishmael said new service programs in which Sony engineers remotely monitor customers' equipment also contributed to a high rating. In these programs, Sony engineers help customers perform in-house diagnoses and repairs.

Sony is the only professional video equipment manufacturer that received the NorthFace Scoreboard award. Other winning companies included GE Healthcare; Carl Zeiss Meditec medical technology company; Oracle's Primavera Systems project management software company; and Siemens Healthcare Diagnostics.