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SONY ANNOUNCES TWO NEW EXTENDED SERVICE AND SUPPORT PROGRAMS FOR LCD BUSINESS PROJECTORS

PARK RIDGE, N.J., July 16, 2008 – Sony’s Professional Services group has launched two new service programs for its VPL series of LCD business projectors -- a three-year extended On-Time Support program (OTS) and a five-year extended warranty (EW) program.

The OTS program extends the standard Sony limited product warranty's OTS loaner unit coverage on VPL projectors to three years from date of product purchase. The EW program, which also includes OTS, extends the standard limited warranty to five years from date of product purchase.

“An attractive feature of both programs is low-cost pricing, which is organized into two tiers, based on the type of projector to be covered,” said Erwin Ishmael, senior vice president Sony Electronics’ Professional Services group. “These two new initiatives were designed to give our customers peace of mind after their purchase.”

The three-year OTS program provides an extension of the standard one-year OTS for an additional two years, for a total of three years loaner coverage. OTS support entitles customers to the use of a loaner unit of comparable function while their equipment is being repaired by Sony, and includes all shipping costs for the covered Sony VPL product(s) and loaner unit.

The five-year EW program is designed so that Sony customers continue to receive the best possible warranty service after the standard product warranty expires. Features of Sony’s EW program include: extended coverage from date of product purchase, depot

service performed by Sony technicians at a Sony Service Center, and all parts and labor to effect repairs for problems caused as a result of defects in material or workmanship.

The EW program also includes an extension of the standard one-year OTS loaner coverage for an additional four years, for a total of five years coverage. If an OTS loaner unit is required, then all shipping costs for the covered Sony VPL product(s) and loaner unit are included.

For a complete list of Sony VPL projector models included in these programs, as well as all terms, conditions and warranty information, visit

www.sony.com/professionalservices.