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**SONY PREMIERES NEW “CLUB DATES” SERIES OF  
MUSIC CONCERTS IN DIGITAL CINEMA THEATERS**

*First Concert Featuring Third Eye Blind Launches  
October 22 in Select Digital Cinemas Nationwide*

**SAN DIEGO, October 13, 2009** – Sony Electronics is launching the first in a series of digital cinema music concerts, as part of the ongoing alternative content initiative by its Digital Cinema Solutions and Services group.

The first event premieres in select theaters nationwide October 22 and features Third Eye Blind, recorded live on August 20. The “Club Dates” series from Sony is being booked and managed in collaboration with Media Push Entertainment LLC.

Attendees to this exclusive “one night only” event will see the multi-platinum band perform its biggest hits as well as songs from their newest release “Ursa Major,” in a very intimate and exclusive “club” setting.

“We usually play much larger venues, so this is a special experience in front of an intimate audience,” said Stephan Jenkins, lead singer of Third Eye Blind.

Released in August 2009, “Ursa Major” debuted at #3 on Billboard's Top 200 and was the #1 Independent Album and #1 Digital Album.

The program will also be available later this year as a video-on-demand selection, for a 30-day period, exclusively on Sony's BRAVIA® Internet Video platform for networked Blu-ray Disc™ players (N460) and BRAVIA televisions (XBR9, XBR10, Z5100 and W5100 series).

Shot in high definition with 5.1 Dolby Digital® surround sound, the “Club Dates” series presents exhibitors and music fans with a high-quality HD, cinematic, surround sound experience in a “club environment.”

Making the show even more dynamic, select theaters will show the concert using Sony's innovative 4K digital cinema projectors.

“Sony 4K systems present unprecedented levels of resolution and contrast, giving audiences a much more engaging and immersive entertainment experience in a movie theater,” said Mike Fidler, senior vice president of Digital Cinema Solutions and Services for Sony Electronics. “Alternative content is an essential part of our overall strategy for exhibitors. We are excited that ‘Club Dates’ will be presented to fans in this manner as we look to bring more value to the growing Sony 4K customer base.”

The event will be promoted through a variety of outlets, including social network sites that Third Eye Blind fans use to find out about new releases, concert performances and other band information.

“Bringing digital cinema exhibitors the strategy of a concert ‘series’ from emerged music artists with very active social network followings is one of the distinguishing characteristics of the Club Dates series,” said Steve Sterling, president of Media Push Entertainment. “Both exhibitors and music fans will now see that there is a new destination for enjoying music in a high-quality visual and audio environment ---

their local movie theater.”

The theater venues for the Club Dates series are being booked and coordinated by entertainment industry consultants Evan Saxon and Doug Kluthe, working closely with Sony and Media Push. Third Eye Blind’s fourth studio album “Ursa Major” was released by Mega Collider Records/Megaforce and distributed by RED, a division of Sony.