



August 24, 2010

Dear Valued Sony Pro Media Customer:

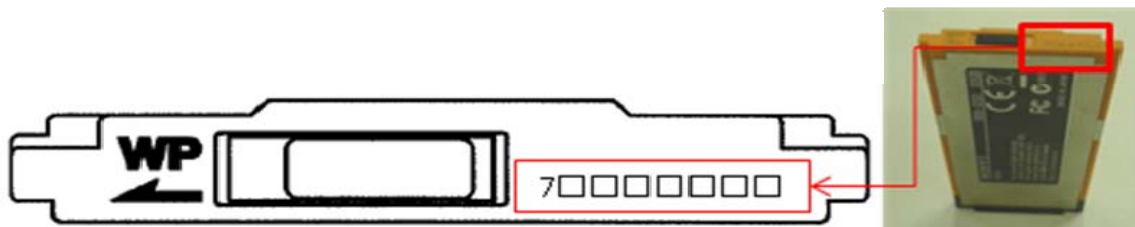
The purpose of this announcement is to inform you of an important firmware update for your **SxS-1 Memory Card (MODEL: SBS-32G1)**. In recent months it has been discovered that, on very rare occasions, while shooting with an SxS-1 memory card, the camera will stop recording before the card is full and a “media error” message will appear on the camera LCD. This latest firmware update provides protection from this occurrence. Sony recommends that you contact us at your earliest convenience to have your SxS-1 memory cards updated with this important firmware.

NOTE: SxS PRO memory cards (MODELS: SBP-8, SBP-16, SBP-32) are NOT affected.

AFFECTED PRODUCTION LOT NUMBERS INCLUDE:

7CLxxxxx - 7DFxxxxx	7DDxxxxx	7DFxxxxx	
7CL 11001 - 7DD P1338	7DD P1341 - 7DD S1036	7DF 81291 - 7DF 81999	7DF 91191 - 7DF 91200
7DD S1050 - 7DE J1060	7DD S1038	7DF 91111 - 7DF 91115	7DF 91202
7DE J1066 - 7DF 81040	7DD S1040 - 7DD S1045	7DF 91161 - 7DF 91170	7DF 91203
		7DF 91176 - 7DF 91185	7DF 91206 - 7DF A1130
			7DF A1136 - 7DF H1105

The production lot numbers are printed alongside the write-protect switch on the SxS-1 memory card, as shown below:



If you find that you are in possession of SxS-1 memory cards with the above lot numbers, we recommend that you first back-up the content on the cards, then delete the content and send them via FedEx (Acct. #1016-4874-5) to the address below so we may update the firmware on the cards. Your cards will be returned to you within 2-4 business days.

SONY

SHIPPING ADDRESS

Sony SxS-1 Firmware Update
11302 East Point Drive
Building B, Suite 100
Laredo, TX 78045
Attn: Ricardo Urbano
(877) 440-3453

IMPORTANT: Please note that this firmware update operation erases already recorded data on SxS-1 memory cards; therefore please make sure that data back-up is made "before" the cards are sent to Sony.

Sony shall not be responsible for any damage to, or loss of, recorded data.

If you, or any recipient of this notice, have any questions or need assistance in connection with this matter, please call Sony's technical support hotline between 8:00AM-5:00PM Central Time at (877) 440-3453. Alternative contacts include Scott Trua at (334) 793-7655 ext. 3539 and Ed Efurd at (334) 615-7023.

We greatly appreciate your understanding.

Best regards,

Wayne Desmond
Professional Media Marketing