

SONY
make.believe



CSR Report
Executive Summary

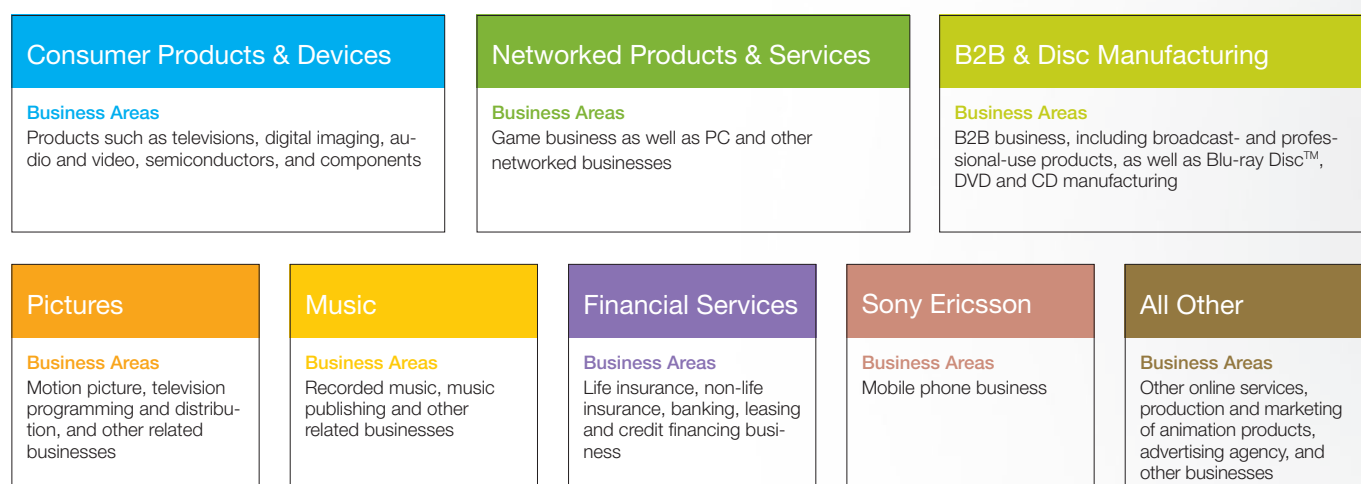
2009

Sony Group Overview

Corporate Data

Headquarters	7-1, Konan 1-chome, Minato-ku, Tokyo 108-0075, Japan
Established	May 7, 1946
Employees	171,300 (As of March 31, 2009)
Sales and operating revenue	¥7,730 billion (For the fiscal year that began on April 1, 2008 and ended on March 31, 2009)

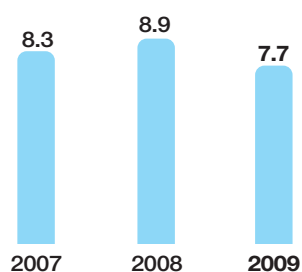
Business at a Glance



Financial Highlights

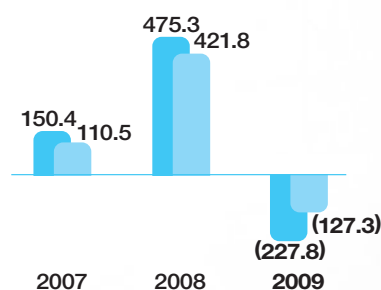
Sales and operating revenue

(Yen in trillions)



Operating income (loss)

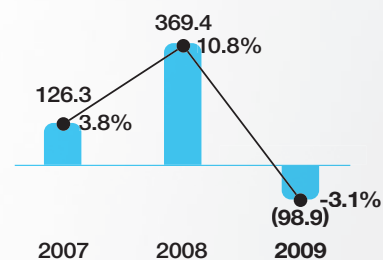
(Yen in billions)



■ Operating income (loss)
■ Operating income (loss), as adjusted, which excludes equity in net income (loss) of affiliated companies and restructuring charges

Net income (loss)

(Yen in billions)



■ Net income (loss)
● Return on Equity (ROE)

About CSR Report

Sony published its first environmental report in 1994. In 2003, Sony broadened the scope of the report to include more comprehensive information on corporate social responsibility (CSR) and renamed it the “CSR Report.”

This year, Sony has issued this abridged printed report as an executive summary highlighting Sony’s key CSR activities, while the full CSR Report, including comprehensive information related to its CSR activities and topics of interest to stakeholders, is available at Sony’s CSR website (<http://www.sony.net/csr>). The website also contains an electronic version of this Executive Summary.

We welcome suggestions for further enhancement of Sony’s CSR information disclosure. <http://www.sony.net/csr/>

Report Scope and Composition

This printed report highlights key worldwide CSR activities of the Sony Group during fiscal year 2008 (April 1, 2008 through March 31, 2009). It also includes reporting on some material activities, such as major organizational changes, through July 2009.

In this report, the “Sony Group” refers to Sony Corporation—the parent company that operates in Japan—and all consolidated subsidiaries in which Sony Corporation holds a capital stake of more than 50%. “Sony” and “the Company” refer to the Sony Group.

The scope of environmental data in this report is Sony Group sites certified under ISO 14001 as of March 31, 2008. All Sony Group manufacturing sites as well as non-manufacturing sites with 100 or more employees are required to obtain ISO 14001 certification.

- Sony discloses its operating and financial results in the Annual Report and information on its CSR activities in the CSR Report and corresponding CSR website.
- This report is published in English and Japanese.
- Guidelines referenced in the preparation of this report are as follows: *2006 Sustainability Reporting Guidelines*, published by the Global Reporting Initiative in October 2006, and *Environmental Reporting Guidelines (Fiscal 2007 Version)*, published by Japan’s Ministry of the Environment. To view the comparative tables covered in the *2006 Sustainability Reporting Guidelines*, please refer to: <http://www.sony.net/csr>
- Sony has obtained third-party verification of reported environmental data. For more information, please see page 20 of this report.

About the cover:

“make.believe” is the Sony Group Brand Message that symbolizes the spirit of the Sony Group.

“SONY” and “make.believe” are trademarks of Sony Corporation.

“For the Next Generation” is the descriptive phrase used for Sony’s CSR activities, which aim to help create a sustainable society.

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Welcome to the Sony Corporate Social Responsibility Report 2009.

While the global financial crisis dominated headlines in 2008 and has continued to affect nearly every aspect of our business, Sony is meeting this challenge head-on. We are transforming our company to be more efficient, agile and innovative, and to become the premier provider of networked consumer electronics and entertainment. This transformation further strengthens the connection between our business objectives and our corporate social responsibility.

At its core, our brand stands for quality, creativity and the magic that can happen when our many diverse employees come together for a common purpose. It also stands for integrity and ethical business practices—doing the right thing for our people, our communities and the environment. These qualities have been a fundamental part of our company since it was founded more than 60 years ago and continue to guide

our activities today.

The environment is, of course, a primary concern. As COP15, the UN Climate Change Conference in Copenhagen, draws near, we are hopeful that international agreement will emerge on a long-term climate change policy framework that is both fair and effective—ensuring that the average global temperature rise remains below 2°C above pre-industrial times. At the same time, we have long believed that corporations like ours play an important role in helping the world in its transition to a low-carbon society, and we are committed to doing our part.

At the 2009 Consumer Electronics Show, I identified “going green” as one of seven imperatives for our industry. I am pleased to report that at Sony, we are well ahead of target with our commitment under the WWF Climate Savers Programme to reduce absolute greenhouse gas emissions worldwide by 7% at our sites by fiscal year 2010 compared

to fiscal year 2000 levels. In fiscal year 2008, we reduced CO₂ emissions by approximately 92,000 tons through use of renewable energy alone. Remarkably, we achieved 100% renewable electricity use at our European electronics, game and disc manufacturing sites as well as key office locations, while maintaining our leadership position as the largest purchaser of green energy in Japan.

We have also proven, time and again, that good environmental practices are also good for business. Energy-efficient products—such as the BRAVIA™ V5/VE5/WE5 series of televisions we introduced worldwide this year—appeal to a growing number of environmentally conscious consumers, which increases sales. And the success of our business allows for continued investment in research and development of environmental technologies such as our dye-sensitized solar cell and our bio battery—both of which have the potential to generate new business opportunities.

I am pleased to report that our successful electronics Take Back Recycling Program in the U.S. was recently expanded to our business partners and retailers, as well, through GreenFillSM—a program that provides free recycling of small electronics at participating retail locations. Our entertainment businesses are also taking a leadership role in this area, from the extensive reuse and recycling of film and television production set materials to the introduction of new eco-packaging for CDs, DVDs and Blu-ray Discs.

Beyond our environmental efforts, 2009 marks the 50th anniversary of Sony's educational programs—a hallmark of our social contribution activities. A recent example of our commitment to education is the multi-million-dollar investment we made last year in the renovation of the Sony Wonder Technology Lab—a free interactive technology and entertainment museum in midtown Manhattan. We are also delighted to be launching a new Sony Science Program to bring innovative and enriching science workshops created and led by our employees to the public through Sony sites

around the world.

As another example, in addition to our strong presence as an official partner of the 2010 FIFA World Cup™ tournament in South Africa, we are working in collaboration with various partners to support social and economic development in Africa. Photography workshops conducted in partnership with UNICEF are helping children in Africa document and bring awareness to the critical issues they face in their communities. At the same time, books donated by Sony employees to the Mobile Library Project in South Africa are helping the South Africa Primary Education Support Initiative to enhance children's literacy skills in remote areas of the country.

I hope you find this report and corresponding website informative, and that they provide you with a greater understanding of the full range of our activities and our deep-rooted commitment to corporate social responsibility. We are proving that good corporate citizenship can be a source of business innovation and, at the same time, inspire employees, customers, businesses and governments to join together in improving the quality of life for future generations.

Howard Stringer
Chairman, CEO and President
Representative Corporate Executive Officer
Member of the Board
Sony Corporation



Corporate Governance

Sony is committed to strong corporate governance. As a part of this effort, Sony adopted a “Company with Committees” corporate governance system under the Japanese Companies Act. In addition to complying with the requirements of laws and regulations, Sony has introduced its own system to help improve the soundness and transparency of its governance by strengthening the separation of the Directors’ function from that of management and advancing the proper functioning of the statutory committees. Under Sony’s system, the Board of Directors defines the respective areas for which each of the Corporate Executive Officers is responsible and delegates to them decision-making authority to manage the business, thereby promoting the prompt and efficient management of the Sony Group.

Governance Structure

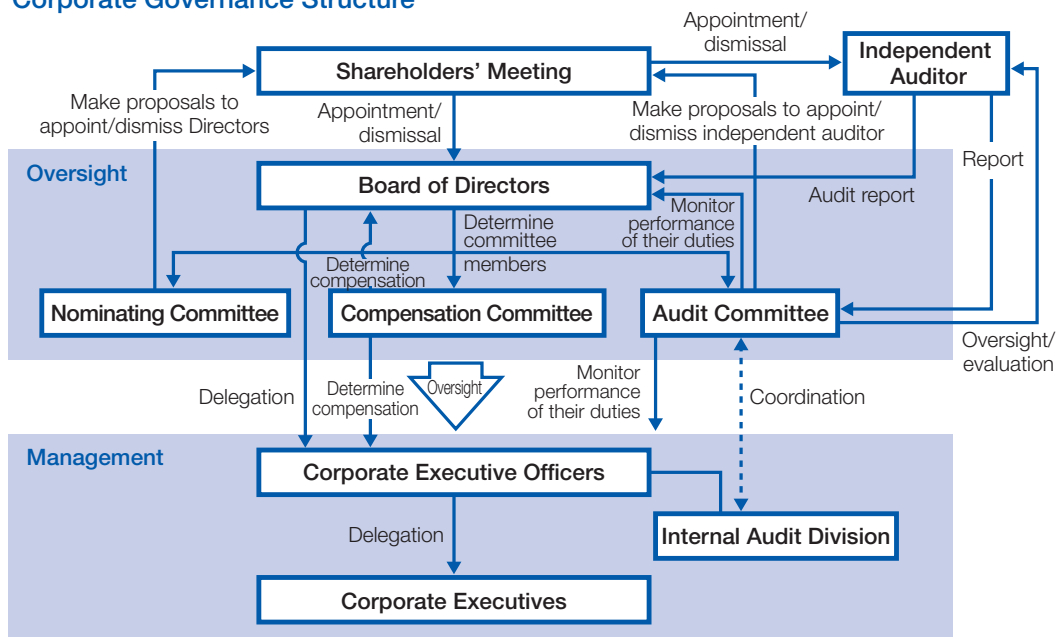
Sony Corporation is governed by its Board of Directors, which is appointed by resolution at the shareholders’ meeting. The Board has three committees (the Nominating Committee, Audit Committee and Compensation Committee), consisting of Directors named by the Board of Directors. Corporate Executive Officers are appointed by resolution of the Board of Directors. In addition to these statutory bodies and positions, Sony has Corporate Executives who carry out business operations within designated areas.

Sony Initiatives

To strengthen its governance structure beyond legal requirements, Sony Corporation includes several provisions in its Charter of the Board of Directors to ensure the separation of the Board of Directors from the execution of business, and to advance the proper functioning of the statutory committees. The main provisions are as follows:

- separating the roles of the Board chairperson/vice chairperson and Representative Corporate Executive Officers;
- limiting the number of terms of outside Directors and rotating committee memberships;
- appointing chairs of statutory committees from the ranks of outside Directors;
- setting forth qualifications for Directors for the purpose of eliminating conflicts of interest and ensuring independence;
- raising the minimum number of Nominating Committee members (five or more) and requiring that at least two Directors of the Committee be Corporate Executive Officers;
- suggesting that, as a general rule, at least one Director of the Compensation Committee be a Corporate Executive Officer, while prohibiting the appointment of the CEO or COO of the Sony Group (or persons in any equivalent position) to serve on the Committee; and
- discouraging the concurrent appointment of Audit Committee members to other committees.

Corporate Governance Structure



Compliance

Ethical business conduct and compliance with applicable laws and regulations are fundamental aspects of Sony's corporate culture. To this end, Sony has established a Global Compliance Network, adopted and implemented the Sony Group Code of Conduct, and set up global Compliance Hotline systems.

Strengthening the Compliance System

In July 2001, Sony Corporation established the Compliance Office, charged with exercising overall control over compliance activities across the Sony Group, to emphasize the importance of business ethics and compliance with applicable laws, regulations and internal policies. The Compliance Office establishes compliance policies and structures for the Sony Group and performs crisis management functions.

In July 2003, Sony established a regional compliance network comprised of offices in the Americas, Europe, Japan, East Asia and Pan-Asia (coverage area: Southeast Asia, Middle East, Africa and Oceania), which are charged with assisting the Compliance Office at Sony Corporation and exercising regional control over compliance activities to strengthen the compliance system throughout the Sony Group.

Sony Group Code of Conduct

In May 2003, Sony adopted the Sony Group Code of Conduct, which sets the basic internal standards to be observed by all directors, officers and employees of the Sony Group in order to emphasize and further strengthen corporate governance, business ethics and compliance systems throughout the entire Sony Group. This Code of Conduct sets out, in addition to legal and compliance standards, the Sony Group's basic policies concerning ethical business practices and activities on such topics as respect for human rights, safety of products and services, environmental conservation and information disclosure. It has been adopted and implemented by each Sony Group company globally as its own internal code of conduct.

For more information >> Sony Group Code of Conduct:
<http://www.sony.net/code/>

Internal Hotline System

With the adoption of the Sony Group Code of Conduct, Sony also established the Sony Group Compliance Hotline system as a resource for employees to report concerns or seek guidance about possible violations of laws or internal policies, and to allow the Sony Group to respond swiftly to potential risks of such possible violations. The Sony Group Compliance Hotline system is available worldwide. Callers who report issues in good faith will be protected from any possibility of retaliation.

The Sony Group Compliance Hotline system is directly linked to the Corporate Executive Officer in Charge of Compliance and is operated independently from the ordinary line of command. Summaries of hotline calls and of investigation results are reported to senior management and the Audit Committee. The framework for monitoring the compliance program consists of reports received through the internal hotline system, as well as those received from Regional Compliance Officers. Internal Audit and Compliance Audit programs supplement as warranted.

Risk Management System

Each Sony Group business unit, subsidiary or affiliated company, and corporate division is expected to review and assess business risks on a regular basis, and to detect, communicate, evaluate and respond to risk in their particular business areas.

In addition, Sony Corporation's Corporate Executive Officers have the authority and responsibility to establish and maintain systems for identifying and controlling risks with the potential to cause losses or reputational damage to the Sony Group in the areas for which they are responsible.

The Corporate Executive Officer in Charge of Compliance is tasked to promote and manage the establishment and maintenance of such risk management systems through the coordinated activities of the Compliance, Internal Audit, Group Risk, and other relevant groups.



Board of Directors, Sony Corporation (as of June 19, 2009)

For the Sustainable Environment

Sony acknowledges that its businesses have an impact on the environment. We aim to provide more environmentally conscious products and services to our customers by using our superior technology and innovation to reduce our environmental impact.

Strengthening Our Commitment to Environmental Sustainability

The Sony Group Environmental Vision reflects the Company's strong commitment toward the creation of a more sustainable society through efforts to help prevent global warming, promote resource conservation, ensure appropriate management of chemical substances, protect biodiversity and address a broad range of other complex environmental issues.

To realize this vision, Sony sets aggressive targets covering its entire business cycle for the Sony Group worldwide. Current mid-range targets, Green Management 2010, were established in 2006 to guide the Sony Group in its environmental activities. With the aim of achieving these targets, Sony utilizes its comprehensive Global Environmental Management System, which integrates the Company's corporate headquarters with its business units and sites to achieve continuous improvements and share best practices across operating companies and geographic regions. As part of this system, Sony Group sites have acquired and maintained single certification under ISO 14001, the international standard for environmental management systems.

Climate Change

While climate change poses a significant threat both to our corporate activities and to society generally, it also affords us an opportunity to become part of the solution.

Based on this understanding, and with the aim of setting and attaining ambitious targets for reducing greenhouse gas emissions, Sony joined the Climate Savers Programme in 2006, organized by well-respected environmental NGO, the World Wide Fund for Nature (WWF). Sony has signed an agreement committing to certain reductions under this program, and activities undertaken to this end are reviewed periodically by the WWF.

Under this agreement, as detailed below, Sony is working to reduce emissions of greenhouse gases associated with its operations that are directly within its control. Measures range from the deployment of more energy-efficient systems and processes to the use of renewable energy.

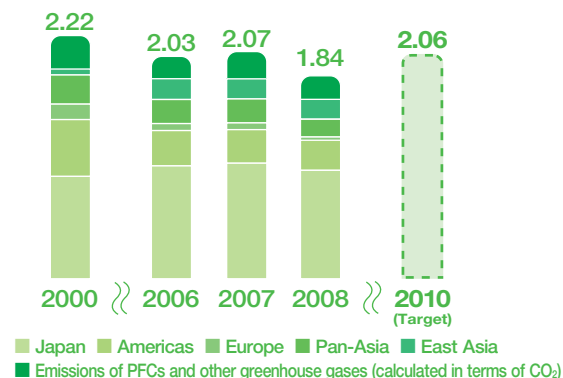
Beyond our site activities, and as also set forth in detail below, Sony is developing and selling energy-efficient products and technologies to help promote a low-carbon lifestyle. While CO₂

emitted through a product's use of electricity is not directly controlled by Sony, we are actively working to reduce the power consumption of our products and enhance logistics operations to ensure that our end-to-end process is as energy-efficient as possible.

Reducing Greenhouse Gas Emissions at Sites

Sony has set a target of achieving an absolute reduction in greenhouse gas emissions (calculated in terms of CO₂) of 7% or more from the fiscal year 2000 level by fiscal year 2010. To this end, Sony is placing a priority on improving site energy efficiency, while also increasing its use of renewable energy. Sony is also taking steps to lower emissions of perfluorocarbons (PFCs) and other greenhouse gases used in production processes, including the installation of abatement equipment. Thanks to these measures, described in more detail below, as well as to production adjustments triggered by the global economic recession, emissions of greenhouse gases from Sony sites in fiscal year 2008 (calculated in terms of CO₂) totaled approximately 1.84 million tons, down approximately 17% from fiscal year 2000, ahead of target.

Greenhouse Gas Emissions from Sites (millions of tons-CO₂)



Promoting Efficient Energy Use at Sites

Sony is implementing a variety of measures aimed at improving energy efficiency at its sites. These measures include introducing high-efficiency cooling and heating systems, switching fuels and improving the operation of energy-related facilities. For example, by replacing its existing boilers with a highly efficient boiler system and undertaking other initiatives to lower energy consumption,



High-efficiency chiller installed by Sony Electronics (Wuxi) Co., Ltd. in China

Sony Corporation's Sendai Technology Center has achieved an annual reduction in energy consumption of approximately 20%. To encourage the adoption of such measures at sites in other regions, energy conservation assessments by Sony Group experts are conducted at several

The contents of the agreement between Sony and the WWF

- 1 The Sony Group will cut absolute greenhouse gas emissions, calculated in terms of CO₂, 7% from the fiscal year 2000 level by fiscal year 2010;
- 2 Sony will reduce CO₂ emissions from product use by lowering the annual energy consumption of major Sony products;
- 3 Sony will cooperate with the WWF to raise consumer awareness of global warming prevention; and
- 4 Sony will support the view that the average global temperature rise must remain below 2°C above pre-industrial times.

sites. Sony Pictures Entertainment (SPE) in the United States is also actively reducing its energy consumption through initiatives ranging from the installation of an automatic control system for indoor building lighting to the introduction of LED lighting and energy-saving fluorescents for use on its sound stages during certain tapings. In addition, new construction in the U.S. at Sony Electronics Inc. (SEL), SPE and Sony Corporation of America have been designed to achieve LEED* certification.

* Leadership in Energy and Environmental Design Certification by the U.S. Green Buildings Council.

Use of Renewable Energy at Sites

Across the Company, efforts are under way to enhance the use of renewable energy. In fiscal year 2008, Sony reached its ambitious goal of using 100% renewable energy to supply the 190 million kWh of electricity consumed by its European electronics, game and disc manufacturing sites as well as key office locations. As of July 2009 the Sony Group has a contract to purchase 70 million kWh of renewable energy annually through the Green Power Certification System in Japan, making it the country's largest user of the system. The Sony Group is also promoting use of Renewable Energy Certificates in the United States, purchasing approximately 42 million kWh of renewable



Solar panels installed at the Stuttgart Technology Center

energy under these contracts in fiscal year 2008. Additionally, SPE has installed 232kW solar power generating facilities at its head office. Measures such as these helped reduce Sony's global greenhouse gas emissions in fiscal year 2008 by approximately 92,000 tons.

Reducing Power Consumption of Products

Sony continues to take steps to reduce the power consumption of its products to ensure it is a market leader in this respect. Among them, reducing the power needs of televisions is Sony's first priority.

The BRAVIA™ V5 series, released in February 2009 in Japan, is the first in the world to employ a hot cathode fluorescent lamp backlight and uses approximately 40% less energy than its similar 2008 models. Equipped with a "Presence Sensor" that automatically switches off the picture when no one is present, these models offer an easy way to reduce energy usage. Since spring 2009, Sony has also released the BRAVIA™ VE5 and WE5 series with the same functions in worldwide markets.

Of the 12 new BRAVIA™ models available in Japan, the model with the greatest energy efficiency has an energy-efficiency achievement rate*1 of 263% of the standard set forth under



BRAVIA™ LCD television KDL-46V5

Japan's Law Concerning the Rational Use of Energy, while all 12 models carried a five-star rating under the same energy-efficiency achievement rating system. In the United States, all Sony 2008- and 2009-model

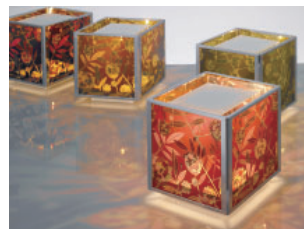
televisions*2 met or exceeded the standards set by the International Energy Star program. As of June 2009, 36 Sony television models in Europe received the EU Ecolabel, the flower logo awarded to environmentally conscious products and services under a voluntary EU program. Sony is also taking all necessary measures to comply with the requirements of the European Energy-using-Products (EuP) Directive and the EuP Implementing Measures, which directly affect our product range.

*1 This percentage represents power reduction when applied to the fiscal year 2008 standards set out under the Law Concerning the Rational Use of Energy in Japan.

*2 All models released from January 2008 through July 2009

Environmental Technology

Environmental innovation is an integral part of our research and development activities. One promising technology is dye-sensitized solar cells. This technology allows for fabrication of solar cells at a lower cost and with fewer materials and less energy than conventional silicon-based solar cells. Dye-sensitized solar cells enable excellent power generation especially in low-



"Hana-Akari," a concept model of a lantern-like interior lamp powered by dye-sensitized solar cells

light situations and, depending on the dye color, can even provide color variations. Sony has achieved world-leading results in terms of electric power-generating efficiency and will continue to conduct research in this area to further enhance efficiency and ensure reliability with a goal of eventual commercialization.

Resources

Maximizing Use of Recycled and Reused Materials in Products

In order to conserve resources, Sony employs environmentally conscious design and actively works to reduce product weight and maximize use of reused and recycled materials. Sony is targeting a reused/recycled materials utilization ratio*1 of 12% or higher by fiscal year 2010. Sony used a total of approximately 1.27 million tons of resources in products sold in fiscal year 2008, nearly the same level as in fiscal year 2007. Approximately 130,000 tons of reused/recycled materials were used, a decrease of about 1%.*2 This resulted in a reused/recycled materials utilization ratio of approximately 10%.

Recycled plastics from end-of-life Sony cathode ray tube (CRT) televisions and polystyrene foam waste are reused in the components of new televisions.

Sony also recycles polycarbonate waste from CD production at its optical disc manufacturing subsidiary Sony DADC Japan Inc. into new polycarbonate by using a proprietary technology and facilities to remove surface coating. The recycled polycarbonate is used in casings for digital single-lens reflex (SLR) cameras, PSP® (PlayStation®Portable) and a variety of other products.

Sony Music Entertainment (SME), Sony DADC and SPE have taken steps that have reduced the weight of cases for CDs, DVDs and Blu-ray Discs, and have introduced paper cases in many markets around the world.



Recycled polycarbonate is used in the casings of the DSLR-A380 digital single-lens reflex (SLR) camera



Right: CD cases made of recycled paper, which SME has introduced in the U.S. market

Left: Environmentally conscious CD/DVD cases known as "Bend-it Green" developed by Sony DADC (Austria)

*1 Reused/recycled materials utilization ratio: Ratio of reused/recycled materials to product resource input (Reused/recycled materials are defined as naturally reoccurring materials (e.g., vegetable-based plastics), reused parts and recycled materials (e.g., recycled paper and plastics))

*2 Total resources used: Total resources used in products, accessories, manuals and packaging (total weight of products shipped is used for the purpose of calculation)

Promoting Environmentally Conscious Packaging for Electronics

In addition to maximizing use of reused and recycled materials in our products, Sony also considers packaging to be an important environmental consideration. Sony is reducing the



Efforts to reduce the volume of packaging materials used and the size of packaging have increased logistics efficiency for PSP® (PlayStation®Portable) (PSP-3000).

overall volume of packaging materials it uses, while also promoting the use of materials that are easy to recycle, easy to separate and clearly marked for recycling. The use of compact and integrated packaging also improves logistics efficiency. The Company is also committed to proper management of chemical substances used in packaging.

Product Recycling

Sony has also assumed an industry leadership position in the collection and recycling of end-of-life electronics products. The Company is committed to designing products that are easy to recycle and is working toward the development and efficient operation of low-environmental-impact recycling systems suited to differing social and regional needs.

The Company meets or exceeds applicable legislative requirements in different countries and regions, including the Home Appliance Recycling Law in Japan, the EU Directive on Waste Electrical and Electronic Equipment (WEEE Directive) in Europe and the Electronic Waste Recycling Act in the U.S. state of California. In partnership with Waste Management, SEL established its Take Back Recycling Program in 2007, an industry-first nationwide program that offers free and responsible recycling for all of its products in the U.S. As of June 2009, SEL had established 275 recycling drop-off locations. Additionally, from April 2009, SEL launched "GreenFillSM," a voluntary recycling

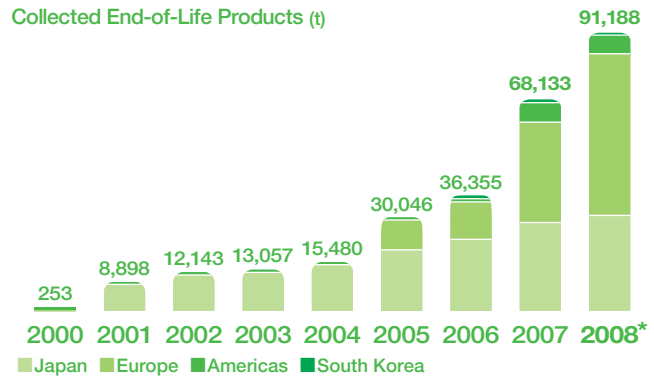


program through which consumers can recycle small electronics equipment from any manufacturer free of charge at participating retail locations.

In fiscal year 2008, efforts such as those highlighted above have enabled Sony to collect approximately 91,000 tons of end-of-life electronics products.

GreenFillSM program collection box for used small electronics equipment

Collected End-of-Life Products (t)



* The Netherlands and Belgium are excluded from the total for Europe in fiscal year 2008

Waste Reduction at Sites

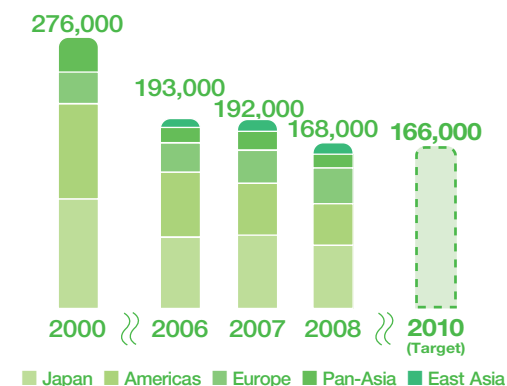
Sony aims to achieve an absolute reduction in waste from sites of 40% or more from the fiscal year 2000 level by fiscal year 2010,



Use of returnable containers for transporting materials domestically within Malaysia has further reduced waste from logistics.

as well as a waste reuse/recycle ratio of 99% or more at manufacturing sites in Japan and 95% or more at manufacturing sites outside Japan. In line with these targets, Sony is implementing a variety of measures to reduce waste, including the introduction of reusable packaging when shipping parts and more effective use of materials. In fiscal year 2008, waste from Sony sites totaled approximately 168,000 tons, 39% below the fiscal year 2000 level. Sony's waste reuse/recycle ratio in fiscal year 2008 was 99.2% for sites in Japan and 87.8% for sites outside Japan.

Waste from Sites (t)



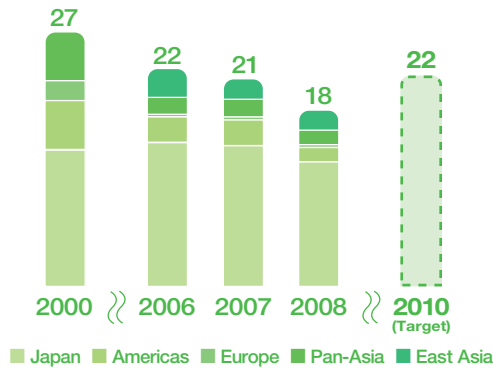
Water Consumption by Sites

Sony is taking steps to reduce water consumed by its sites in line with its target of achieving an absolute reduction of 20% or more in the volume of water purchased or drawn from groundwater for manufacturing purposes from the fiscal year 2000 level by fiscal year 2010. In fiscal year 2008, Sony sites used approximately 18.20 million m³ of water, a reduction of approximately 3.10 million m³ from fiscal year 2007 and 32% below the fiscal year 2000 level.



Ozone water recovery system installed at Sony Mobile Display Corporation's Yasu Plant

Water Consumption by Sites (million m³)



Chemical Substances

Management of Chemical Substances in Products

Sony's electronics products include hundreds of parts containing a variety of chemical substances. To minimize the impact of any such substances on the environment, Sony has established its own global standards for the management of chemical substances that comply with laws and directives restricting certain chemical substances in products—including the EU's Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive—and reflect the opinions of its various stakeholders. At the same time, Sony has established its own Green Partner Environmental Quality Approval Program, which outlines globally consistent chemical substance management standards for Sony suppliers worldwide. As a result, Sony has succeeded in eliminating certain hazardous chemical substances from almost all Sony products worldwide. Additionally, Sony is promoting efforts to reduce the use of polyvinyl chloride (PVC), brominated flame retardants (BFRs) and other substances not covered by regulations.

Sony also collects comprehensive data on certain chemical substances in parts and materials purchased from suppliers and has set up necessary procedures to comply with the EU's Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) regulation requirements.

Developing a Mercury-Free Alkaline Button Battery

Sony has succeeded in developing a mercury-free alkaline button battery (LR), which is scheduled to become available in Japan in October 2009. Based on past sales, it is estimated that the



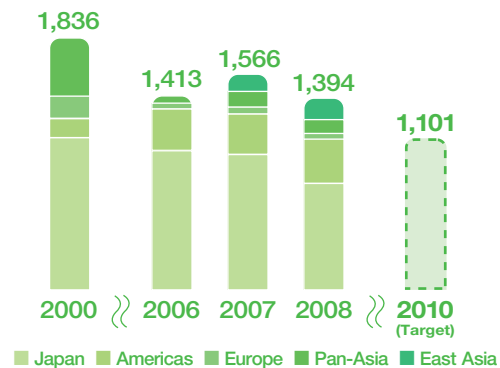
Mercury-free alkaline button battery

new mercury-free alkaline button battery, in addition to Sony's existing mercury-free silver oxide button batteries, will result in a reduction of approximately 470kg of mercury per year.

Management of Chemical Substances Used by Sites

Sony has developed a common global approach to the management, emission and transport volume of chemicals used at its sites. The Company is targeting a 40% or more reduction in volatile organic compounds (VOCs) released into the atmosphere from the fiscal year 2000 level by fiscal year 2010. In fiscal year 2008, Sony released approximately 1,394 tons of VOCs into the atmosphere, 24% less than in fiscal year 2000. Sony has also formulated its own in-house environmental accident prevention policies and emergency response procedures.

Release of VOCs into the Atmosphere (t)



Biodiversity

Protecting Biodiversity

Sony is taking steps to protect biodiversity at its sites through site greening activities and initiatives aimed at helping to restore areas outside its sites to their natural state. For example, Sony EMCS Corporation's Tokai TEC Kohda Site maintains a natural forest on its site called the "Sony Forest," which is open to the public. In another example, Sony Inter-American in Panama has participated in a program to protect the harpy eagle, Panama's national bird, providing support for the Harpy Eagle Center and assisting with educational initiatives since 1995.



Harpy eagle



On April 1, 2009, Sony's transformation into a more innovative, integrated and agile entity began with the reorganization of its core businesses. Here, two key members of Sony's leadership team discuss the Company's "uniquely Sony" approach to CSR from a business perspective.

What we mean by a "uniquely Sony" approach to CSR

Hirai: I think it has a lot to do with the Company's image, but Sony employees everywhere believe that the world expects something a little different, something "uniquely Sony," from them: a certain sophistication, perhaps, or a certain finesse. Everyone expects us to be driven by the need to discover something new. We must have a broad outlook, a nimbleness, a truly global character. All of these are aspects of Sony's identity that we share and that we must continue to cherish and protect.

Yoshioka: I agree. I actually went around once and asked a number of different people what the phrase "uniquely Sony" meant to them. Everyone gave a different answer—our ability to

propose new lifestyles; our technological prowess; the fact that we do things that nobody else does; our global nature. When I was younger, Sony co-founder Masaru Ibuka once said to me, "Sony is a company that has the freedom to do anything it sets its mind to. The important thing is to avoid trying to pigeonhole it." I remember that even now. I've concluded that "uniquely Sony" is not defined by one particular concept or thing, nor should it be. Diversity in our thinking is what gives Sony its dynamic edge, and each of us should encourage and be proud of that.

Hirai: I like that way of looking at it.

Yoshioka: As you've said, though, there are certain aspects of Sony's identity that we all share and must continue to share. Sony's global character, for one. I previously served on the management team at Sony Ericsson in Sweden, and it was an experience that reminded me of how important it is to experience challenges in a foreign setting. Cultivating strengths that will have currency no matter what country or organization one is in is something each of us needs to work

at day in and day out.

Hirai: I agree completely. I often tell young employees that they must be responsible for managing their own careers. Understanding this helps them to maximize their abilities. The role of the Company is to support everyone in these endeavors by providing training and a variety of systems designed to improve their skills.

Yoshioka: What is also really important is for employees to actively seek out and address challenges. Young people in particular must not be afraid of taking on the unknown. One thing that really surprised me in Sweden was how adaptable people were. We'd have engineers suddenly finding themselves transferred into the procurement department, or people from the procurement department being sent to the product planning section. These are completely different functions requiring radically different skill sets, right? The idea was that through these experiences, each individual can add depth to the greater whole. This is something important to remember, I think.

Hirai: I was in the United States for a fairly long period of time, and something that always impressed me about employees there was their enthusiasm for participating in community service activities. For example, when I personally decided to support a particular charity event and casually asked whether anyone was interested in joining me, a few dozen employees immediately volunteered, and we all had a great time at the event. I always remind everyone that we are members of society first and employees of Sony second, so in addition to contributing to society through our work, it is important for us to take part in at least one activity outside of the workplace that benefits everyone. I think a lot of Sony folks understand this and do their part to make a difference.

Yoshioka: How do you see your role as someone who has been charged with leading such employees?

Hirai: Drawing from my experiences in the music business, I see my role as being somewhat like an artist's producer. A music producer is responsible for providing an environment in which the artist can fully focus on the creative process without any distractions. In the same way, I believe that management's job

is to provide a safe, nurturing environment where everyone can be happy and where they can fully devote themselves to their roles without worry.

Emphasis on Quality

Yoshioka: I have always placed a high priority on management transparency. My awareness of this was further reinforced after I became president of Sony Ericsson Japan in 2001. A select group of individuals shouldn't be deciding things behind closed doors. Rather, we should be making decisions openly and as a team. We must always be fair and disclose information to the best of our ability. Management processes at Sony are not undertaken by a privileged group of people of one nationality or similar work backgrounds. Individuals of various backgrounds are always involved. Respecting diversity ensures a fair and transparent decision-making process.

Hirai: I have made it a habit to consciously take a brief moment before finalizing any important decision. Whether on my own or in a meeting, right before I make a decision, I go through a mental checklist and ask myself, "How will this decision work from a compliance perspective?" "How about in terms of tax laws?" "What about social considerations?" If I am uncomfortable for any reason, I get an expert in legal affairs or whatever department is appropriate to look it over. In creative areas like the Game business, for example, it is particularly important not to limit one's focus to the purely creative aspects, but also to take other perspectives into account.

Yoshioka: So you agree that management decision making requires a broad outlook?

Hirai: It is the same in manufacturing. Providing world-class products is of the utmost importance, but I believe that there is more to quality than that. If, for instance, one of our products unfortunately breaks or malfunctions, how we respond is also a crucial aspect of quality. Having systems in place that enable us to respond courteously and effectively and provide prompt repairs will determine how our customers evaluate our quality. I believe in, and speak often about, the importance of the user experience in products and services—how we respond in this type of situation is a big part of overall customer satisfaction.

Enhancing Usability and Lifestyles

Yoshioka: We've reached a time where we need to completely revamp the way we think about our products. More and more products today are network-compatible. While people in their teens, 20s and 30s are proficient with such products and networks, the same cannot be said for the older generation. Faced with a rapidly aging society, we must completely and carefully reexamine our views on what makes a product easy to use. More than ever before, we need to rethink what really constitutes accessibility.

Hirai: Sony has always endeavored to offer hardware and interfaces that are easy-to-use for everyone, but we now need to take that one step further. For example, we need to think about making products that everyone can use without having to go through a user's manual or a lot of explanation. The other side of the coin is to develop more products with features that can be updated by downloading information via the Internet. We have already begun addressing some of these challenges, as evidenced by the Walkman® X Series.



Hiroshi Yoshioka
Executive Deputy President
President of Consumer Products & Devices Group (CPDG)
Sony Corporation

Joined Sony Corporation, transferred to Sony Ericsson Mobile Communications AB where he held the position of Corporate Vice President, returned to Sony Corporation where he served as President of the Audio Business Group and President of the TV Business Group, and currently serves in the two capacities listed above

Yoshioka: Such concerns are one reason behind the decision to reorganize electronics into “Personal” and “Home” categories. In the “Home” category, we need to focus more on making products easier to use. There is still a lot of room to improve our performance on this count.

Hirai: The same is true in the “Personal” category. There is still a lot more we can do. Network services, for example, represent an area with huge potential. When we talk about download services, some people are still worried because they think it means the end of packaged media. But that is not true at all. There are still many, many people who buy CDs, DVDs and Blu-ray Discs. What is most important is that we offer consumers different purchasing options. Download services are also environmentally conscious in that they do not involve the manufacturing or transport of products. Sony has a wealth of outstanding technologies. I think tremendous potential still exists for putting these technologies to work to benefit society.

Yoshioka: I agree. Providing Sony products that enrich people's lives is our most important contribution to society. Having customers tell us that our products have brought them joy, helped them to relax, made them feel spiritually and emotionally rich is the very essence of what will define Sony in the future. Not too long ago, simply having things was enough. Today, consumers are looking for products that increase enjoyment of their limited free time or enhance communication with family and friends. We need to determine what kinds of products will help people realize that feeling. This is the challenge currently facing Sony. The old approach of simply making products smaller and lighter is no longer enough. Our engineers must think outside the box. Rather than simply looking for ways to apply the technologies currently available to them, they must take advantage of every opportunity to gain direct feedback from customers.

Hirai: We also recognize that we must explore potential new applications for network services. At present, the business focuses on content, notably games, music and movies. Looking ahead, we will enhance these services to facilitate a broad array of new possibilities, including online communities and enhanced communication, among others.

Realizing Sustainable Development through Technologies and Products

Yoshioka: An important keyword in this new era is surely going to be “environment.”

Hirai: Each new model of “VAIO” and PlayStation® uses less power than its predecessor; also, the reduction of the physical size of our products has played an important role in our efforts to respond to environmental issues. The current PlayStation®2 (PS2), for example, uses 30% less power than the first-generation PS2; it is also less than 1/4 of the size. The smaller a product, the fewer resources it uses, the less packaging it requires and the more efficiently it can be shipped to our markets around the world. It is important to remember that even small changes will have a positive follow-on effect.

Yoshioka: Sony has always been noted for the high level of environmental awareness of its employees. Making products smaller and lighter is something we have always been good at. Responding to environmental issues is a similar challenge. We are promoting ongoing efforts to reduce the power consumed by Sony televisions. Today, environmental concerns are part of the agenda right from the initial product planning meetings. The new BRAVIA™ series, equipped with an automatic on/off motion sensor, has attracted considerable attention, and is just one example of the benefits of this approach. Another recent development that has earned praise is our new mercury-free alkaline button battery.

Hirai: Environmental issues will continue to be a major factor influencing product selection by our consumers. Looking ahead, it is crucial for us to ensure that users identify “uniquely Sony” products and services as being environmentally conscious—that is, those produced by a manufacturer that works continuously and actively to address environmental concerns.

Yoshioka: I agree. We need to show even more initiative in helping to address environmental issues. In the United States, for example, new environmental venture businesses are appearing every day, underscoring the ability of people there to discover new and innovative applications for technologies that reduce environmental impact and enhance energy management



Kazuo Hirai
Executive Vice President
President of Networked Products & Services Group (NPSG)
Sony Corporation
President & Group CEO of Sony Computer Entertainment Inc.

Joined CBS Sony Inc. (currently Sony Music Entertainment Inc.), transferred to Sony Computer Entertainment America Inc. where he served as President & CEO, and currently serves in the three capacities listed above

practices. Rather than limiting our focus to making our existing products more environmentally conscious, we need to look at what products and technologies we can offer society that will help reduce our collective environmental impact.

Hirai: The resources of the Earth are finite. We are at a point where we need to think hard and make difficult choices to protect our planet. Sony needs to play a leading role in helping to realize a viable, sustainable ecosystem, not because we are being asked or are required by law, but simply because it is the right thing to do. We need to be a leading company in the fight to preserve the global environment.

Sony will always listen our Customers’ desires and is committed to meeting and exceeding their expectations. We strive to deliver “high-quality, reliable products that our customers can use with confidence” and “heartfelt customer service with a personal touch.”

Usability and Accessibility

Advancements in technological innovation are leading to the development of products that are increasingly sophisticated and multifunctional—a trend that is spurring demand for enhanced usability. Sony views usability as an essential aspect of product quality and is continuously taking steps to make it easier for more people to use its products and services, for example, by holding periodic user interface meetings and integrating user tests into the product development process.

One of many Sony products developed with a particular emphasis on ease-of-use is a remote control that features an enlarged area of essential buttons. This remote control also functions when pointed in any direction by employing radio technology. The W5, V5, F5, XR1, X1, and F1 models of Sony’s BRAVIA™ LCD televisions come with this easy-to-use, multifunctional remote control.

Sony’s commitment to usability also extends to special features designed to make our products accessible to an increased number of consumers, including the elderly and those working to overcome disabilities. For example, Sony’s entire lineup of BRAVIA™ LCD televisions for the European market features an audio description function that provides access to a narrative soundtrack for visually impaired users, and digital video teletext for hearing-impaired users, both as standard features. Another example is the Sony Reader digital book, currently available in the U.S., Canada and Europe, which not only stores hundreds of books on a single electronic device, but also enables readers with low vision to adjust the size of the text on the screen according to their needs.

Looking ahead, ease-of-use and accessibility will remain core elements of Sony’s product development efforts.



Usability assessment

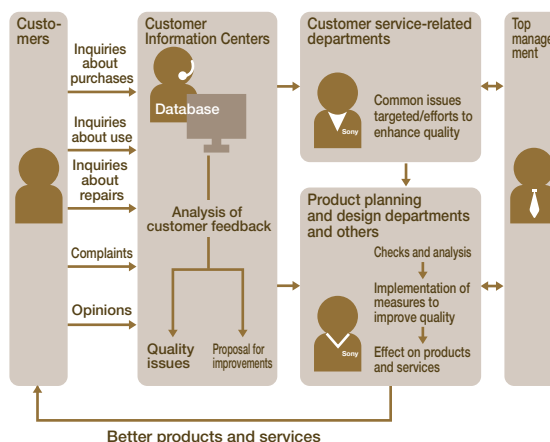
Quality Management

Providing consumers with the highest-quality products and services is our top priority. Quality Strategy Meetings attended by top management serve as the main decision-making mechanism for product quality issues and are a key component of Sony’s company-wide quality management framework. To help ensure that Sony products have no adverse effects on human health, Sony has also established an in-house function, with the advice of external professionals as needed, to review from a medical standpoint the effect of products that incorporate certain new technologies. In 2009, Sony also established a new quality and reliability laboratory aimed at enhancing the safety and long-term reliability of its products and services.

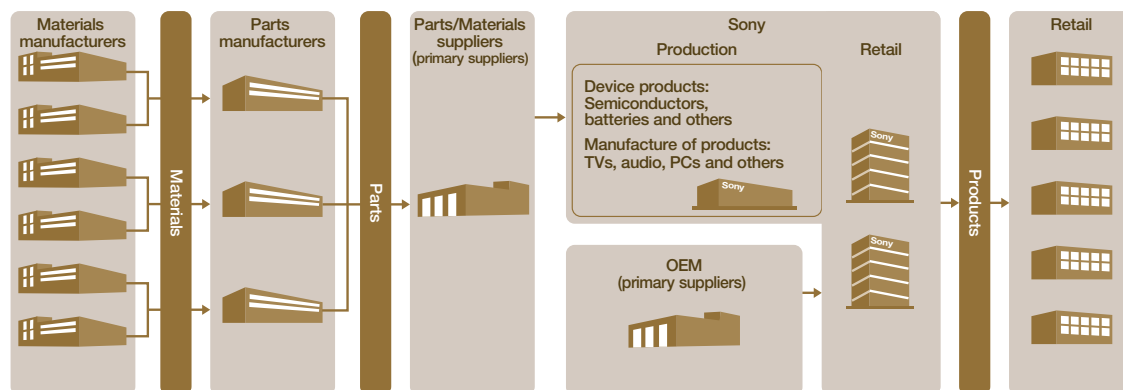
Customer feedback also helps Sony improve its products and services. Opinions and reports of malfunctions received from customers by Customer Information Centers are shared with related departments so that improvements in product quality can promptly be made. Internally, the Product Quality Information Channel and a dedicated product quality website serve as important mechanisms through which employees can submit comments and queries about product quality directly to senior management.

In recent years, the proliferation of digital consumer electronics and related software applications has increased the risk of personal information leaks and loss of data, among other risks. As a consequence, ensuring the security of such products has become a critical issue. To this end, Sony has established a special function for collecting security risk-related information from outside experts, and has created an internal information security team comprised of individuals assigned to each business group. Based on information received, the team conducts security risk assessments and implements additional controls as needed. Sony has also reinforced its system for addressing security vulnerabilities in its products by expanding technology standards for product security; implementing security inspections prior to product shipment; and conducting employee education programs.

Utilizing Customer Feedback



Basic Structure of the Supply Chain



Responsiveness and Customer Service

Sony is continuously considering the customer's viewpoint and working hard to improve customer satisfaction around the world.

As part of this effort, Sony's Customer Information Centers, first established in 1963 in Japan to respond to customer inquiries, are available worldwide. Today, they provide prompt responses to customer needs every day of the year. The centers of Sony Customer Service (Japan) Inc. and Sony Corporation of Hong Kong Ltd. have obtained COPC-2000* certification, an international standard for call centers.

Sony also provides training for employees and for staff of service partners involved in customer response activities worldwide, and is increasingly utilizing the Internet to communicate and engage with consumers. In addition to product-related news and frequently asked questions (FAQ) sections, Sony Group websites offer free online access to manuals and provide prompt information about products and services, as well as support services. In Japan, for example, Sony provides services that enable operators to guide PC users while remotely monitoring their screens via the Internet with the users' permission. Customers may also reserve a time for an operator to call back and provide guidance over the telephone. Sony uses customer feedback to continually enhance its Internet-based customer service, as well. As a direct result of a customer suggestion, Sony added easy-to-understand guides to designated websites on how to use products, how to set them up, and how to connect them to other products.

Currently, there are more than 6,200 Sony service locations worldwide, including Sony service stations and those of authorized repair agents, which allow us to respond to customers' requests promptly and appropriately. Sony is shortening distribution and repair times and reviewing repair fees in regions around the world with the goal of enhancing overall customer satisfaction.

* COPC-2000 is a management standard specifically for call centers and fulfillment (delivery) work based on the American National Management Quality Award.

Supply Chain Management

In addition to product quality, Sony recognizes that its corporate social responsibility extends to its production processes. Essential components of Sony's efforts in this area include protecting human rights, ensuring appropriate labor conditions, and addressing environmental issues.

Sony is a founding member of the Electronic Industry Citizenship Coalition (EICC), a CSR alliance designed to improve human rights, labor conditions and environmental approaches in the supply chain of the electronics industry. In 2004, the EICC formulated the EICC code of conduct based on industry best practices. As of June 2009, the EICC consisted of approximately 40 participating companies from Europe, the Americas and Asia, including electronics manufacturers and OEM suppliers.

The Sony Supplier Code of Conduct, established in 2005, is based on the code of conduct formulated by the EICC. Sony expects all of its suppliers to comply with this Code. As part of the program, Sony holds sessions to explain the Sony Supplier Code of Conduct to suppliers around the world, after which it conducts supplier assessments to confirm their performance against the Code. Based on the results of those assessments, Sony makes further inquiries and provides guidance on how to comply with provisions of the Sony Supplier Code of Conduct, as needed. For certain suppliers, Sony conducts joint audits with the EICC. Through these and other efforts, we will continue to work with our suppliers to help ensure that they improve their activities as needed to comply with the Sony Supplier Code of Conduct.

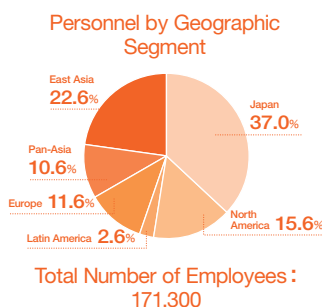


As a leading global company, Sony develops its employees and strives to create a diverse and dynamic workplace in which employees gain satisfaction from their work lives.

Mobilizing the Workforce

Sony recognizes that providing its customers around the world with inspirational products, services and technologies depends on its ability to maximize the potential of its employees, who are its most important resource. Accordingly, Sony pursues strategies for recruitment, professional development and career planning that will effectively leverage the talents and expertise of people around the world to the benefit of the Company and society. In addition to complying with the employment and labor laws and regulations of the countries and regions in which it operates, Sony places the utmost importance on employing the right person in the right job, irrespective of nationality, race or gender, in line with a global recruiting policy that also takes into account unique regional characteristics.

Additionally, Sony encourages frequent, direct and open communication between top management and individual employees through a variety of channels, from face-to-face meetings and town hall forums, to internal newsletters and blogs. Such forums facilitate the meaningful exchange of information and opinions with employees on a variety of topics, including product innovation, business strategy and management practices.



To further strengthen its corporate structure, in December 2008 and February 2009 Sony announced a series of structural reforms in its Electronics and Game businesses to bolster profitability, enhance competitiveness and adapt to ongoing challenges in the global economic environment. These reforms include the realignment of worldwide manufacturing sites, reevaluation of product development and engineering structures, and enhancement of sales and support functions. Additionally, Sony has been working to shift human resources to core businesses and better optimize its workforce. In implementing these reforms, Sony is continually communicating with employees to explain the necessity of these moves and gain their support, while complying with the laws and respecting the views and customs of the various regions and countries in which it does business.

Equality and Diversity

Sony is committed to maintaining a dynamic workplace where human rights are respected and equal employment opportunities allow individuals to make the most of their capabilities. The Sony Group Code of Conduct, enacted in May 2003, reaffirms fundamental principles pertaining to respect for human rights, and has been adopted throughout the Sony Group globally.

Diversity makes it possible for Sony to respond to constant changes in the market and to continue to innovate successfully. Accordingly, Sony is pursuing a variety of initiatives aimed at creating a workforce that attracts and retains employees from different backgrounds, each of whom brings new ideas and perspectives to the Company. Some of these initiatives also further the ongoing development of Sony's employees. For example, in Japan Sony Corporation launched DIM@Sony,^{*1} a workplace diversity project comprised of selected male and female management-level employees, in 2005. The project is focused on gender diversity, with the aim of fostering greater employment of women, creating a framework for advancing the careers of female employees, and building employee networks. To further promote diversity-related measures, Sony Corporation established the Diversity Development Department in 2008. In the United States, Sony is focusing on efforts to increase engagement with women and minorities. Sony Electronics Inc., for example, holds forums, workshops and events about issues related to women and minorities. It has established a Diversity Board and is initiating an internal mentoring system. In Europe, Sony has set up a working group in cooperation with CSR Europe^{*2} to examine best practices and explore measures aimed at increasing the percentage of women in specialist and management positions.

Sony also strives to provide a work environment in which individuals with disabilities can make a full contribution and transcend their perceived limitations. For example, Sony Taiyo Corporation in Japan—established in 1978 as Sony's first special purpose subsidiary—strives to create a work environment where every disabled employee can function with confidence and independence. It has devised a systematic framework to promote this aspiration through training and recruiting activities for Sony



Sony Taiyo Corporation has introduced "Custom Cell" work areas that can be adjusted to suit disabled individuals.

Group companies. Other special subsidiaries Sony Hikari Corporation, accredited in 2002; and Sony Kibo Corporation, accredited in 2003, are enhancing recruitment and developing opportunities suited to the capabilities of disabled employees.

^{*1} DIM is an acronym for Diversity Initiative for Value Innovation. The DIM@Sony project is designed to promote employment diversity in the Sony Group in Japan.

^{*2} CSR Europe is a nonprofit organization that promotes corporate social responsibility (CSR) in Europe.

Personnel Development

Employee development is a fundamental aspect of corporate growth. Sony maintains a variety of programs that are designed to enhance the specialized abilities and skills of individual employees, foster next-generation business leaders and improve management skills while encouraging personal growth through on-the-job learning.

In 2008, Sony instituted a job rotation project to cultivate global business leaders with an international perspective. The project enables Sony to place the right person in the right job, irrespective of region or business domain. Sony University, established in 2000, offers a variety of programs for future leaders including the Sony United Leadership Program. Sony has also introduced the Sony MVP Award and the special designation of Distinguished Engineer (DE) to acknowledge individual engineers who have played an instrumental role in the development of Sony's core technologies.

Employee training is tailored to regional needs. In Japan, the Sony Group offers more than 300 training programs, including technological and business training for employees of all levels. In Europe, Sony's development program for future leaders requires promising management-level employees to work on a project supporting external social enterprises (public interest organizations) that are addressing such issues as education and the environment. Sony Group companies in the Pan-Asia region have introduced an MBA-based training system and enhanced training in leadership and management skills for key personnel. In China, Sony offers the Sony CEIBS* Management Development Program, which is designed to train key personnel for leadership and mid-level management roles. Sony also promotes global job rotation for employees in China with the aim of honing skills and the acquisition of technological capabilities.

* China Europe International Business School



Sony United Leadership Program 2008

Work-Life Balance

Sony seeks to offer flexible working hours and locations that accommodate various lifestyles and enable employees to continue to contribute their full range of skills to the Company.

In Japan, Sony Corporation has introduced a flex-time work system that enables many employees to work with a variety of flexible options. Also in Japan, Sony Corporation has launched a work-at-home initiative geared toward employees who are raising children or looking after ill family members, as well as a child-care leave system. Sony Corporation also maintains a holiday leave system that enables employees to take paid holiday time by the hour, as well as by the day. A high percentage of employees makes use of these options.

In addition to offering these new options in Japan, Sony creates a supportive workplace culture by assisting employees in achieving an appropriate work-life balance as they advance in their careers. Related measures in Japan include forums, lectures and seminars for employees, along with supportive messages from top management regarding work-life balance initiatives. Examples of these programs in fiscal year 2008 included the Father's Forum, which featured a panel discussion involving male employees on the role of fathers in child rearing, and a seminar for managers on career issues for working women raising children.

Occupational Health and Safety

Sony strives to maintain a healthy and safe environment for all employees through a global program that also takes into account country- and region-specific issues.

Underscoring its commitment to the health and safety of its employees, in 1998 Sony enacted a Global Policy on Occupational Health and Safety (OH&S). The policy not only requires compliance with countries' and regions' laws concerning occupational health and safety, but also sets out additional activities to be undertaken through its health and safety management structure with the aim of encouraging independent initiatives. Sony is striving to implement this policy at all of its business sites and thus reduce the incidence of industrial accidents. Sony's comprehensive approach to OH&S encompasses measures to protect its employees, as well as its physical assets. These include protective measures in the event of fires, earthquakes and epidemics, as well as security measures. Sony is also actively addressing issues that are particularly prevalent in certain areas. For example, in Japan Sony has enhanced mental health care for employees by improving access to industrial medical practitioners. In the U.S. and Latin America, Sony Electronics Inc. and Sony Latin America Inc. have jointly developed a hurricane awareness program for employees in hurricane-prone areas. In Thailand and South Africa, Sony is undertaking initiatives to promote awareness and prevent transmission of HIV/AIDS.

Sony strives to address the needs of local communities by leveraging the Company's innovative products and technologies and the strengths of Sony Group employees, individually and in partnership with our stakeholders.

Social Contribution Program Celebrates 50 Years



Sony founder Masaru Ibuka

In Sony's Founding Prospectus, one of its founders, Masaru Ibuka, set as a primary goal "the promotion of education in science among the general public." He was convinced that enhancing scientific literacy would be critical for the recovery of post-war Japan and that science education for children was the key. Accordingly, the Sony Fund for the Promotion of Science Education was established in 1959

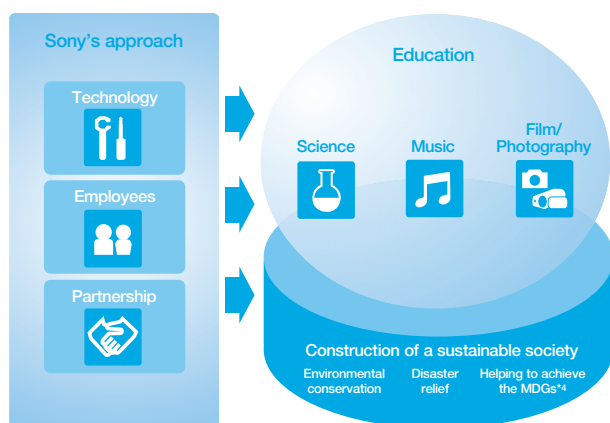
to support elementary schools in their pursuit of science education excellence.

Since that time, and consistent with the Company's evolution, Sony has broadened the scope of its activities to include arts education as well. Sony aims to encourage children to take an interest in science and the arts, and to enhance their capacity for logical thinking and creativity. Sony also strives to fulfill its responsibilities as a global corporate citizen by working to address issues ranging from global warming to poverty, by leveraging its vast technological and human resources and by working together with international agencies, NGOs and others who share its philanthropic goals and priorities.

With the support of Sony's Social Contribution Committee based at Sony's headquarters in Tokyo, Sony Group companies worldwide, as well as six Sony foundations, promote initiatives tailored to local needs in accordance with the Company's social contribution policy: "To undertake activities in fields where it is best able to do so, to help address the needs of communities in which Sony operates."

Sony promotes employee participation in such activities through programs including its global in-house volunteer program known as "SomeOne Needs You,*1" and various "matching gift" programs whereby Sony matches charitable donations made by employees up to established limits. During fiscal year 2008, the Sony Group spent approximately ¥5.4 billion*2 on social contribution activities, and approximately 90,000*3 Sony Group employees participated in volunteer initiatives through Sony.

Sony's Social Contribution Activities



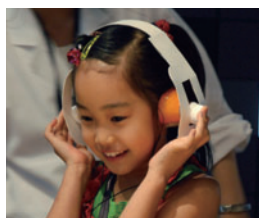
*1 A name developed using the letters S,O,N and Y

*2 In addition to donations, sponsorships, and independent program expenses (facility operation expenses), this amount includes the market prices of products donated.

*3 Includes participants in fund-raising efforts and blood drives (figures for years prior to fiscal year 2008 include fund-raising and blood drives from certain Sony Group companies only)

*4 The Millenium Development Goals (MDGs) form a blueprint to respond to the world's main development challenges. The MDGs are drawn from the actions and targets contained in the Millenium Declaration that was adopted by 189 nations at the UN Millenium Summit in September 2000.

Science & Technology Education



Headphones made from plastic bottles and milk cartons

In 2009, in commemoration of the 50th anniversary of its social contribution activities, Sony launched the Sony Science Program, a series of workshops for children that brings together the best of the Company's science education initiatives from the past half-century and adds new workshops developed by Sony employees. The employees

themselves support the workshop as the lecturers, and help children to experience the joy and wonder of science. Starting at Sony ExploraScience (Tokyo), the Sony Science Program will be held in various places related to Sony, such as manufacturing sites and museums, so that many children around the world can participate.



Experiencing motion capture technology at the Sony Wonder Technology Lab

In 2008, the Sony Wonder Technology Lab (SWTL), Sony's free, state-of-the-art, interactive technology and entertainment museum in New York, unveiled 14 new interactive exhibits following a multi-million dollar renovation and extensive collaboration across all of Sony's businesses. The innovative hands-on exhibits

enable visitors to see their own dance moves performed by an animated character using motion capture technology, program a robot, and work as a team to produce an HDTV news broadcast, among other things. All are designed to introduce visitors to the possibilities enabled by technology as well as future careers in media, science, technology and the arts. SWTL welcomes more than 200,000 visitors each year.

The Sony Creative Science Award, organized by Sony Group companies in Singapore and Science Centre Singapore, encourages children between the ages of seven and twelve to create toys that demonstrate scientific principles. Now in its eleventh year, the contest drew approximately 3,000 entries from 108 elementary schools in 2008. In addition to the toy-making competition, the event also features workshops and shows involving science experiments, thereby providing an opportunity to promote and encourage scientific curiosity and creativity among children. Since 2005, the competition has been recreated for children in Saudi Arabia, as well.

Regional Social Contribution Highlights

As a global company, Sony is keenly aware of the importance of the Millennium Development Goals (MDGs) and works in partnership with international organizations and NGOs to implement a diverse array of activities around the world not only where it operates, but also in other areas, to support these goals.

Africa



Children participating in UNICEF's EYE SEE project
©UNICEF/Madagascar 2009

Since 2006, Sony has cooperated with the United Nations Children's Fund (UNICEF) on the EYE SEE project, a digital photography initiative that encourages children in developing countries who face difficult circumstances to take photographs and create photo essays of their day-to-day lives. The goal of the project is to help

people around the world better understand the problems faced by these children and their communities and to inspire the participating children—who in the future will be a key to solving these problems—to take an interest in the issues.

Sony also works with NGOs in developing countries, notably in Africa, to aid in social development. For example, Sony supports the Mobile Library Project in South Africa by soliciting donations of books from Sony employees around the world to be lent to students in the most rural parts of the country.

China



Support-for-Schools Project

As part of the Support-for-Schools Project and in an effort to respond to a severe shortage of desks and chairs, as well as antiquated blackboards having a detrimental effect on children's health in poor, rural areas in China, Sony has donated desks, chairs and

blackboards to 130 elementary schools since 2003. Approximately 35,000 children have been helped to date through this program. In addition, Sony Group companies and employees donated approximately ¥190 million to assist victims of the Sichuan Earthquake in May 2008. In addition to support for relief efforts, these funds are being used to assist in the construction of new schools. The first of these schools, Bayi Spring-bud Earthquake-Proof School in the city of Jiangyou, Sichuan Province, was completed in fiscal year 2008 and is already in use. A second school is scheduled for completion in fiscal year 2009. Sony also aims to stimulate children's interest in science through special experimental classes conducted in cooperation with Sony ExploraScience in Beijing.

U.S.



Benefit concert of the SPO, which featured Yo-Yo Ma and Daniel Harding

In October 2008, the Sony Philharmonic Orchestra (SPO), a full symphonic orchestra comprised primarily of Sony employees, performed a special benefit concert at Carnegie Hall in New York. The orchestra was led by Maestro Daniel Harding, Principal Guest Conductor of the London Symphony Orchestra,

with world-renowned cellist and Sony Music Entertainment recording artist Yo-Yo Ma performing as guest soloist. The concert raised more than \$130,000 in support of arts education in New York City public schools. In addition, the SPO provided a once-in-a-lifetime experience to aspiring musicians, inviting a select group of public school students to an open rehearsal on the day of the performance.

Europe

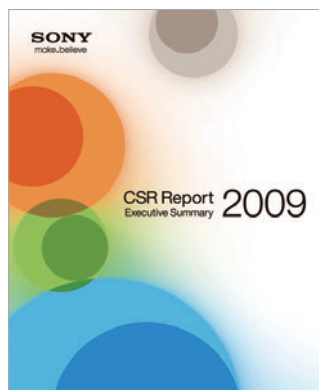


©Daniel Beltrá, courtesy of the Sony World Photography Awards 2009

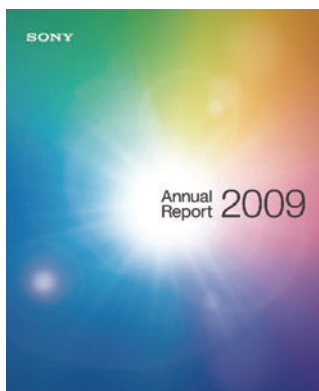
In 2009, Sony Europe worked with the Prince's Rainforests Project (PRP), an NGO established by His Royal Highness the Prince of Wales to support rainforest preservation efforts, to introduce a new category into the Sony World Photography Awards—one of the largest photography contests

in the world. The winner of the award, Daniel Beltrá, received funds to cover a photography mission to document the rainforests on four continents in order to convey the magnificence of the rainforests and the seriousness of rainforest destruction. A rainforest-themed exhibition of the resulting images is scheduled to be held in Europe in the fall of 2009.

CSR Report Executive Summary



Annual Report



For Sony's latest Annual Report, please visit the following websites:

Japanese <http://www.sony.co.jp/IR/>
English <http://www.sony.net/IR/>

About the CSR Websites

Information pertaining to Sony's CSR activities is comprehensively disclosed on Sony's websites. An electronic version of the printed report is also available. Please access the following websites to follow Sony's CSR and environmental activities in various regions around the world.

Sony's Websites Pertaining to CSR & Environmental Activities

Global Sites

<http://www.sony.co.jp/csr> (Japanese)

<http://www.sony.net/csr> (English)

Americas

<http://www.sony.com/SCA/philanthropy.shtml>

<http://www.sony.com/green>

East Asia

<http://www.sony.com.cn/csr/> (Chinese)

Europe

<http://www.sony.eu/eco>

Pan-Asia

<http://www.sony-asia.com/section/csr>

For inquiries regarding this report or Sony's CSR activities:

Sony Corporation

Corporate Social Responsibility Dept.

7-1, Konan 1-chome, Minato-ku,

Tokyo 108-0075, Japan

Phone: 81-3-6748-2111

Fax: 81-3-5448-2244

<http://www.sony.co.jp/SonyInfo/Support>

Museums and Exhibition Spaces

Sony organizes exhibitions of various kinds, including exhibitions at educational museums that are designed to stimulate interest in media, science and technology.

Sony ExploraScience (Tokyo and Beijing)

In these science museums produced by Sony, visitors can actually see, touch and enjoy the principles and laws of science in action and the progress and fascination of digital technology.

<http://www.sonyexplorascience.jp/english/>

<http://www.sony.com.cn/ses/> (Chinese)

Sony Wonder Technology Lab (New York)

This interactive museum brings technology and creativity together to make learning experiential, entertaining and fun. The Lab's exhibits showcase the positive impact technology can have on virtually any discipline, from medicine to movie-making.

<http://www.sonywondertechlab.com>

Sony Archives (Tokyo)

The Sony Archives building showcases the pioneering products that Sony has given the world as well as a variety of significant documents and materials related to Sony's history.

<http://www.sony.co.jp/museum/>



Sony has obtained third-party verification from Bureau Veritas Japan Co., Ltd. to ensure the reliability and consistency of environmental data found in this report and on Sony's website, and to facilitate the ongoing improvement of Sony's environmental management.



The following information on Sony's CSR activities is available at the Sony website. The website is updated as needed:

CSR Report

- Disclosure on Sony's CSR Information
- Global Reporting Initiatives (GRI) Sustainability Reporting Guideline 2006 and its Content Index

Management System

- Message from the CEO Howard Stringer
- Special Feature: Two Key Members of Sony's New Management Team Talk about CSR at Sony

Corporate Governance

Compliance

Product Responsibility

- Providing High-Quality Products and Services

Supply Chain Management

- Underlying Philosophy
- CSR in Procurement
- Basic Approach to CSR in the Supply Chain
- Policy for CSR in the Supply Chain
- Basic Framework
- Sony's Structure for Promoting Supply Chain Management
- Implementation

Product Quality and Quality Management

- Sony's Quality Management Control System Organizational Structure
- Responding to the Customer
- Product Quality Information Channel
- Initiatives Aimed at Improving Product Safety and Long-Term Reliability
- Efforts to Ensure Product Information Security
- Responses to Quality Issues

Responsiveness and Customer Service

- System
- Training for Customer Service Staff
- Customer Information Centers
- Using the Internet
- Repair and Service Network

Accessibility and Usability

- Verification through Usability Assessment
- Making Products Easier to Use
- Providing Information to a Diverse Range of Customers
- Age-based Rating Systems for Game Software

Employees

Employee Information

- Total Number of Employees, Personnel by Business Segment, Personnel by Geographic Segment
- Composition of Sony Corporation's Directors and Corporate Executive Officers

Employee-Management Relations and Communication

- Employee-Management Relations and Structural Reforms
- Employee-Management Communication
- Employee Opinion Survey

Human Rights and Equal Opportunities

- Basic Policy on Human Rights and Equal Opportunities
- System and Practices for Promoting Human Rights

Human Resources Systems and Personnel Development

- Evaluation and Compensation Systems
- Developing Business Leaders
- Developing Engineers
- Employee Training Programs
- Support for Career Building

Occupational Health and Safety

- Basic Policy and Management Systems
- Risk Assessment
- Business Continuity Plan
- Global Workplace Injury Statistics
- Employee Health
- HIV/AIDS

Diversity

- Gender
- Employing Individuals with Disabilities
- Employing Senior Citizens

Work-Life Balance

- Flexible Working Styles
- Measures to Promote Work-Life Balance

Community

Social Contribution Activities

- Philosophy of Sony's Founder
- Sony Science Program: Celebrating 50 years of Social Contribution Activities
- Structure
- Volunteer Programs
- Emergency Humanitarian Assistance
- Expenditures for Social Contribution Activities in Fiscal Year 2008
- International Cooperation

Environment

Environmental Management

- Sony Group Environmental Vision
- Overview of Sony's Environmental Impact
- Green Management 2010
- Environmental Management Structure

Climate Change

- Strategy on Climate Change
- Reducing Greenhouse Gas Emissions at Sites
- Reducing Greenhouse Gas Emissions Related to Products and Services
- Reducing Greenhouse Gas Emissions by Transport

Resources

- Establishing Resource Conservation System
- Resources Conservation at Sites
- Conservation of Resources Used in Products and Services

Chemical Substances

- Management of Chemical Substances at Sites
- Management of Chemical Substances in Products

Biodiversity

- Biodiversity

Sites

- Environmental Conservation at Sites

Products and Services

- Reducing Environmental Impact of Products and Services

Logistics

- Reducing Environmental Impact of Logistics

Product Recycling

- Sony's Recycling Philosophy
- Product Design for Recyclability
- Recycling Activities in Japan
- Recycling Activities in Europe
- Recycling Activities in North America
- Recycling Activities in Asia, Oceania and South America
- Links to Product Recycling Information in Each Region

Environmental Communication

- Communicating with Society
- Communicating within the Sony Group
- Communicating with the Local Community

Environmental Technology

- Environmental Technology

Environmental Data

- Environmental Data Collection Methods and Rationale
- ISO 14001-Certified Sites
- Overview of Sony's Environmental Impact
- Environmental Data for Sites
- Greenhouse Gas Emissions from Sites
- Emissions of Air and Water Pollutants
- Environmental Data for Products
- Environmental Data for Logistics
- Environmental Data for Product Recycling
- Environmental Conservation Cost
- List of Controlled Substances at Sites
- Storage of Electronics Equipment Containing PCBs in Japan
- Independent Verification Report
- History of Environmental Activities at Sony

CSR Innovation

- Technology
- Partnership
- Marketing
- Design



For the Next Generation

Corporate Social Responsibility Report
Executive Summary
Year Ended March 31, 2009
Sony Corporation