

July 13, 2011

Sony to Present “Beach Soccer Charity Match Brazil versus Japan”  
Together with Save the Children To Assist Aid Effort  
for Victims of the Eastern Japan Earthquake

Rio de Janeiro, Brazil – Sony Corporation (Sony), today announced that it will present the “Sony Presents Beach Soccer Charity Match Brazil versus Japan ~Believe. The passion for soccer wins~” on July 30 in Rio de Janeiro, Brazil as part of Sony’s activities in the build-up towards the 2014 FIFA World Cup Brazil™. Funds raised through the charity event will be used by Save the Children Japan to provide aid and recovery to victims of the Eastern Japan Earthquake and tsunami, in particular, children in the affected areas. Football legends including Cafu, Zico, Ronaldao, Paulo Rink, Alcindo and Washington will be joining the event in support of this cause.

“Beach Soccer Charity Match Brazil versus Japan” will feature a friendly match between the national teams of Japan and Brazil. Prior to the match, an exhibition match featuring many of the football legends above will be played. In collaboration with Save the Children, which is engaged in various activities supporting children across the world, five children from areas affected by the Eastern Japan Earthquake will be invited to attend this match as special guests. In addition, approximately 140 disadvantaged children from Rio de Janeiro will be invited to the event through Save the Children, where they will have the chance to meet the football legends and play beach soccer with them after the game. Some of the children will also be offered the opportunity to escort the players as they enter the stadium, while others will perform the role of ballboys/ballgirls.

Live video footage of this event will be streamed via the Internet.

About “Sony Presents Beach Soccer Charity Match Brazil versus Japan  
~Believe. The passion for soccer wins~”

- Date: July 30<sup>th</sup> (Sat), 2011
- Venue: Copacabana Beach, Rio de Janeiro, Brazil (stadium capacity: 3,500)
- Event: 1. Beach soccer match, Japan National Team vs Brazil National Team  
2. Exhibition match with football legends  
3. Interaction between children and stars through beach soccer
- Event Participants:  
Cafu, Former Brazil National Team / Zico, Former Brazil National Team  
Ronaldao, Former Brazil National Team / Paulo Rink, Former German National Team  
Alcindo, Former Japan J League Player / Washington, Former Japan J League Player  
\*may be subject to change



SONY PRESENTS  
**CHARITY MATCH**  
**BRAZIL X JAPAN**  
BEACH SOCCER



Save the Children has historically prioritized the care and protection of children in its emergency disaster relief efforts. Following the Eastern Japan Earthquake, Save the Children initiated the “RESTART JAPAN Aid Project” in collaboration with the Sony Group, to provide aid and recovery assistance with a focus on psychological care, education and creative activities for children.

\*“RESTART JAPAN Aid Project”:<http://www.sony.net/SonyInfo/News/Press/201106/11-0609E/>

\* Sony’s relief activities for the Eastern Japan Earthquake: <http://www.sony.net/SonyInfo/csr/>

As an official FIFA Partner, leading up to and during the 2010 FIFA World Cup™ Sony engaged in delivering new football excitement in 3D to people around the world, while also conducting various CSR activities relating to football, such as public viewing events in Africa, and the development of a football based on a highly durable and environmentally conscious material (<http://www.sony.net/dreamgoal>). Following the “Beach Soccer Charity Match Brazil versus Japan” Sony will continue to engage in various initiatives leading towards the 2014 FIFA World Cup in Brazil™.

### **About Save the Children**

Save the Children is the world's largest independent organisation for children, making a difference to children's lives in over 120 countries. From emergency relief to long-term development, Save the Children helps children to achieve a happy, healthy and secure childhood. Save the Children listens to children, involves children and ensures their views are taken into account. Save the Children secures and protects children's rights - to food, shelter, health care, education and freedom from violence, abuse and exploitation.

For more information please visit <http://www.savethechildren.net/alliance/index.html>

### **About Sony Corporation**

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$87 billion for the fiscal year ended March 31, 2011. Sony Global Web Site: <http://www.sony.net/>

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