

SONY

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NEWS RELEASE: *Immediate*

Sony Kicks Off 4th Annual Book Donation Drive in Singapore

Sony continues support for the South Africa Mobile Library Project to improve literacy among underprivileged children in South Africa



(Singapore, 16 June 2011) – For the fourth consecutive year, Sony will support the South Africa Mobile Library Project in a bid to improve literacy rates among underprivileged children in South Africa, improving life for the country’s next generation. As a strong supporter of education for children, the Sony Group of Companies in Singapore will hold a book donation drive from Saturday, 18 June 2011 to Sunday, 10 July 2011, and strongly encourages Sony employees and members of the public to participate. Anyone can contribute to the project by donating new or used English children’s books at the Sony Style store in Paragon.

“Sony is extremely proud to continue our support of the important work the South Africa Library Project is doing to improve literacy rates among children who aren’t getting the education they deserve,” said Mr Narihiko Uemura, Managing Director of Sony Electronics Asia Pacific and Sony Electronics (Singapore). “This effort is part of Sony’s global CSR vision to contribute to a sustainable society, and by working together with the Singapore community, we look forward to donating a record number of books in 2011.”

In 2010, approximately 11,150 English books were collected in Singapore alone, with a total of 17,000 books collected through the joint efforts of Sony Group of Companies worldwide. Since 2008, Sony has collected approximately 46,000 books for the project.

Sony would like to collect the following types of books in good condition:

- English language books
- Books suitable for ages 6 to 14
- Picture books, word books and story books
- Children's reference books and encyclopaedias

But please avoid contributing the following:

- Damaged, very dirty books or books with a lot of markings
- Books with unsuitable content for children

About the South Africa Mobile Library Project

Mr. Hasunuma, former Managing Director of Sony South Africa, established SAPESI (South Africa Primary Education Support Initiative), a NGO based in South Africa, to conduct the mobile library project in partnership with the South Africa Department of Education.

The mobile libraries visit schools in remote areas bringing books to teachers and children who would otherwise not have access to such learning materials. Education is a fundamental building-block for creating better opportunities. The children start to learn alphabet reading and writing in their mother language during grade 1-2, and start to learn English in grade 3. The acquisition and development of English is very important for them, and it can be reinforced through English book reading. However, in the remote villages in South Africa, many of the schools still do not have libraries, and most parents cannot afford books for children.



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Sony Style Paragon

Address: #04-36/37/38, Paragon Shopping Centre, 290 Orchard Road

Operating Hours: 10:00 am to 9:00 pm
(Mon - Sun including public holidays)

Phone: 6738 7970



For media enquiries, please contact:

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

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 on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$77.5 billion for the fiscal year ended March 31, 2010. Sony Global Web Site: <http://www.sony.net/>