

1.Environmental activities of Sony Corporation

2.Environmental activities for Storage Media

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1. Vision

Sony recognizes the importance of preserving the natural environment that sustains life on earth for future generations and helps humanity to attain the dream of a healthy and happy life. Sony is committed to achieving this goal by seeking to combine ongoing innovation in environmental technology with environmentally sound business practices.

Sony aims for greater eco-efficiency in its business activities through maximizing the efficiency of nonrenewable energy and resource use and providing products and services with greater added value. Efforts will focus on reducing harmful effects on the environment by ensuring compliance with all applicable environmental regulations and reducing the environmental impact of energy and resource use on a continuing basis. Steps will also be taken to find solutions to complex environmental issues through closer cooperation and enhanced information sharing with the broad spectrum of Sony stakeholders

2. Basic Approach to Creating a Sustainable Society

2-1 Approaches to Environmental Issues

Sony recognizes how closely linked its business activities are to environmental issues, on the global as well as regional levels and is committed to applying the following strategic approaches to the four key environmental issues outlined below. ▪

- Global Warming

- Natural Resources

- Management of Chemical Substances

- Natural Environment

2-2 Approach to Business Activities

Sony is committed to a program of continuous improvement of global environmental management systems throughout the entire business cycle. The cycle begins with the initial planning for new business activities and continues through the product and service development, marketing, product use, after-sales services, disposal and recycling phases.

- **Compliance With Regulations**
- **Corporate Citizenship**
- **Disclosure of Information and Corporate Communication**
- **Education**
- **Business Planning**
- **Research and Development**
- **Planning and Design for Products and Services**
- **Parts and Materials Procurement**
- **Site Management**
- **Distribution, Sales, Marketing and After-Sales Service**
- **Post-Use Resource Management**

Environmental Management Structure

Sony is implementing and continuously improving its globally integrated environmental management system with the aim of realizing the Sony Group Environmental Vision, achieving Green Management 2010 mid-term environmental targets and complying fully with internal policies established for the Group.

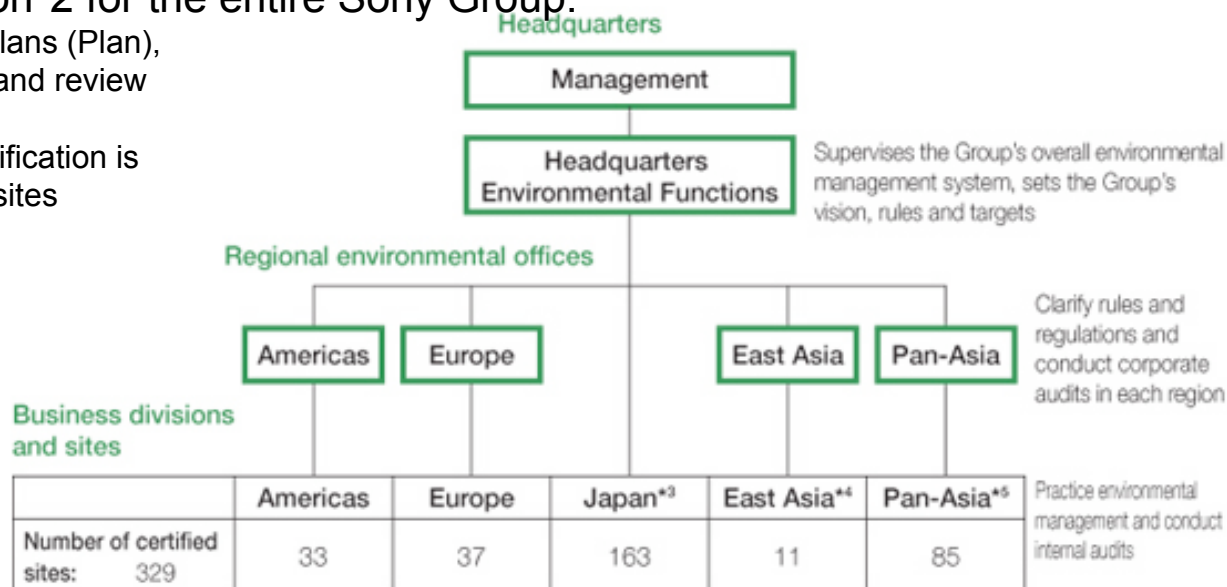
Global Environmental Management System

Since the 1990s, Sony sites throughout the world have sought certification under ISO 14001, an environmental management system based on the rationale of the Plan-Do-Check-Act*1 (PDCA) cycle. Acquisition of ISO 14001 certification at all sites was completed in fiscal 2000.

Since then, Sony has expanded this effort, integrating Group headquarters with overseas environmental departments, business units and sites, while taking advantage of the management systems already operational at each business site, and acquiring integrated ISO 14001 certification*2 for the entire Sony Group.

*1 Repeating the cycle of making policies and plans (Plan), executing the plans (Do), assessment (Check) and review by management (Act)

*2 The scope of integrated ISO 14001 certification is all manufacturing sites and non-manufacturing sites with 100 or more employees.



**1.Environmental activities of Sony
Corporation**

2.Environmental activities for LTO

Recycled resin adapted for LTO cartridge shell

Sony is producing LTO media and 34% of cassette shell material made from recycled resin.
Plastic waste is adopted for gray and black color resin and reduced 59 (*) tons of resin annually.

(*) figures based on August 2007

