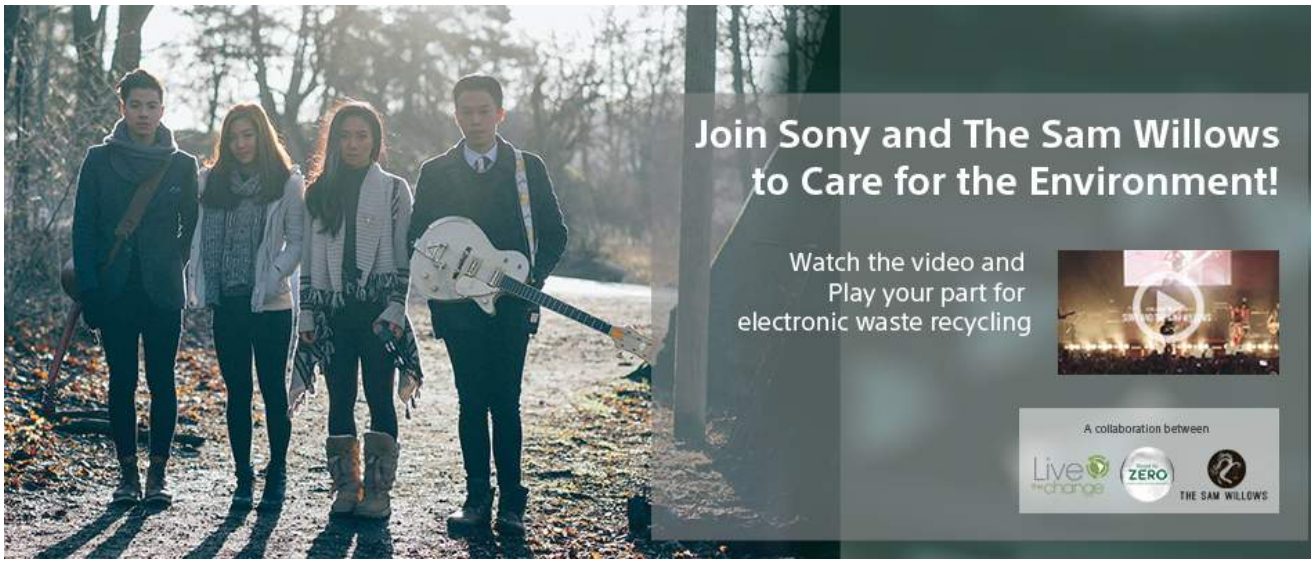
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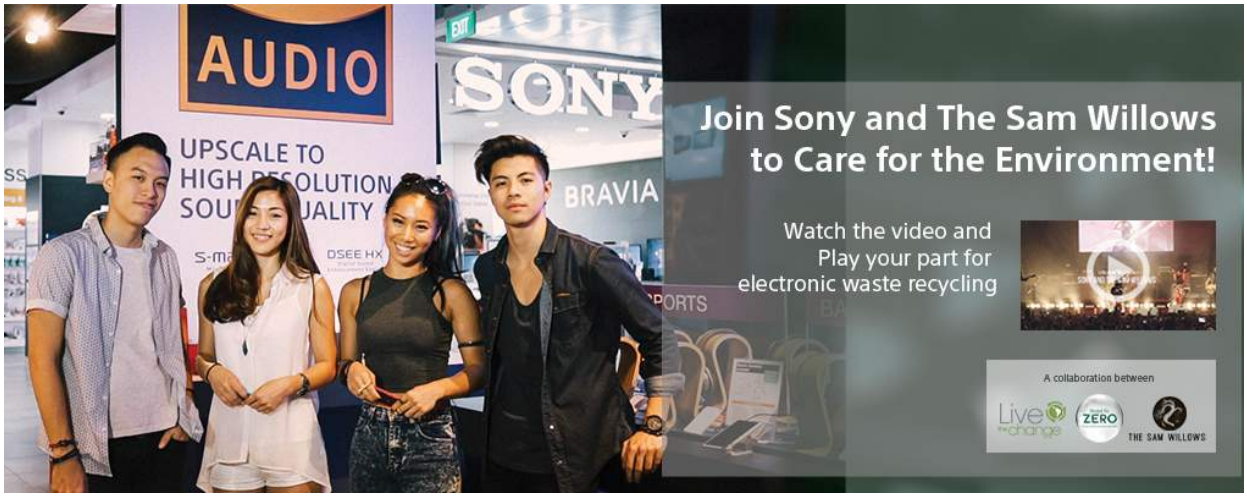
PRESS RELEASE: *Immediate*

Sony | The Sam Willows "Live the Change": Play Your Part for the Environment



(ASIA PACIFIC, 19 May 2015) – As part of Sony's Road to Zero environmental initiative, Sony has collaborated with up and rising Sony Music Artiste, The Sam Willows, in an effort to spread awareness around environmental conservation and to encourage the public to do their part. The Sam Willows joins a list of other global Sony Music artistes who have pushed for environmental initiatives around the world. Watch the Sony | The Sam Willows "Live the Change" video here to find out more about their efforts to encourage electronic-waste recycling.

According to the United Nations University Report, the amount of global e-waste reached 41.8 million tonnes in 2014. And out of all the electronic waste generated, it is estimated that less than one-sixth of it has been diverted to proper recycling and reuse.



Sony has long been an advocate for sustainable innovation, staying true to its commitment to sustain highly eco-efficient business practices. One of the key focus areas of its long term environmental program Road to Zero is the conservation of natural resources. Throughout its business operations, Sony is constantly looking at ways to reduce the amount of natural resources it uses and encourage proper disposal of electronic wastes.

Other initiatives of its Road to Zero global environmental plan include the development of energy-efficient products and technologies, such as energy-saving TVs and energy-efficient batteries for mobile phones.

To spread awareness about the importance of proper disposal of electronic waste, Sony and The Sam Willows have gone to the streets to interview consumers and encourage them to properly dispose their old electronic products.

The Sam Willows was formed in 2012, and consists of four of Singapore's most talented individuals: siblings Benjamin and Narelle Kheng, as well as their friends Sandra Riley Tang and Jon Chua. The band had previously performed in international music festivals and conferences such as SXSW Music Festival in USA and WAM Festival in Australia. Locally, it was part of the performances at the F1 Singapore Grand Prix concerts, and will be the opening act at the 28th SEA Games. Recently signed with Sony Music Singapore, The Sam Willows' new single "Take Heart" will be released on 20 May 2015 worldwide.

This Sony Live the Change Initiative can also be viewed on the Xperia™ Lounge, an Android-exclusive platform that contains exciting content and promotions for smartphone users. Available for free on Google Play, Xperia™ Lounge was recently updated with a brand new user interface to enhance interaction with users. Within the app, users can also participate in engaging competitions and obtain information on locally-relevant promotions available. Download it at https://play.google.com/store/apps/details?id=com.sonyericsson.xhs&hl=en.

For more information about the environmental initiatives from Sony, please visit www.sony.net/SonyEnvironment.

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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, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

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Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for both 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. Through its Xperia™ smartphone and tablet portfolio, as well as innovative SmartWear products, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony's world of networked entertainment experiences. For more information: www.sonymobile.com

About Sony Music Entertainment

Sony Music Entertainment is a global recorded music company with a current roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including Arista Nashville, Beach

Street, Bystorm Entertainment, Columbia Nashville, Columbia Records, Day 1, Descendant Records,Epic Records, Essential Records, Essential Worship, Fo Yo Soul Recordings, Kemosabe Records, Legacy Recordings, MASTERWORKS, Polo Grounds, RCA Inspiration,RCA Nashville, RCA Records, Reunion Records, Sony Classical, Sony Music Latin, Star Time International, Syco Music, Vested in Culture and Volcano. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

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$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site: http://www.sony.net/