

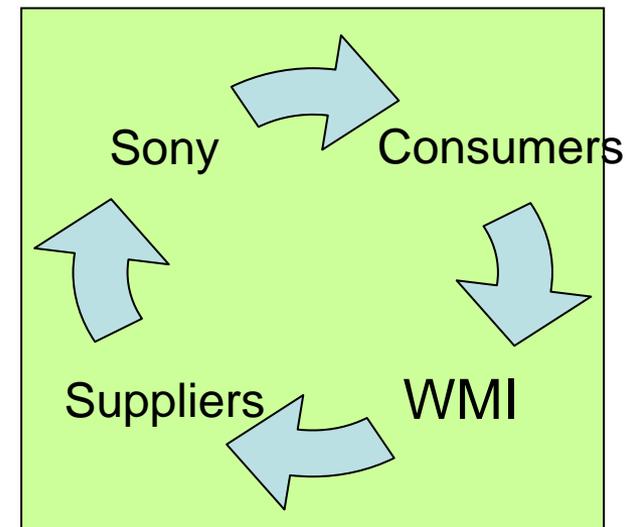
Sony Electronics Inc.
National Takeback and Recycling Program

as easy to recycle as it is to purchase

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National “Free” Consumer Electronics Recycling

- Sony recognizes its responsibility for ensuring the appropriate disposal of end-of-life products (1996)
- USA legislation ≠EU ≠Japan
- WHY
 - Lack of industry consensus,
 - confounding state patchwork,
 - free-ride for imported brands
- Options:
 - Curbside (too expensive);
 - National Retailers (undecided);
 - Waste/recycling company with large footprint
- Opportunity
 - Unified message/program nationwide
 - Leverage convenience



Sony Free Take Back Recycling Program

- Partnership with Waste Management to provide local solutions
- Physical drop off locations nation-wide for recycling electronics
 - Any Brands + Free recycling of Sony branded products
 - 75 drop off locations (9/15/07) → Sony retail/20 miles (3/15/08) → 150 + every state (9/15/08)
 - GOAL: 95% of population to have access within 20 miles
- Solution for digital transition on Feb 2009
- Sony is committed to the responsible e-waste recycling with BAN/ETBC
- E-Waste Recycling events
 - Denver (Dec 07), Miami (February 08), San Diego, Chicago (March 08), MN, CO, TX, NY, PA, MA, WI, OK, AR, MT (April 08)
 - 50 Total in 2008
- Discount by recycling : TV Trade in program with \$100 discount

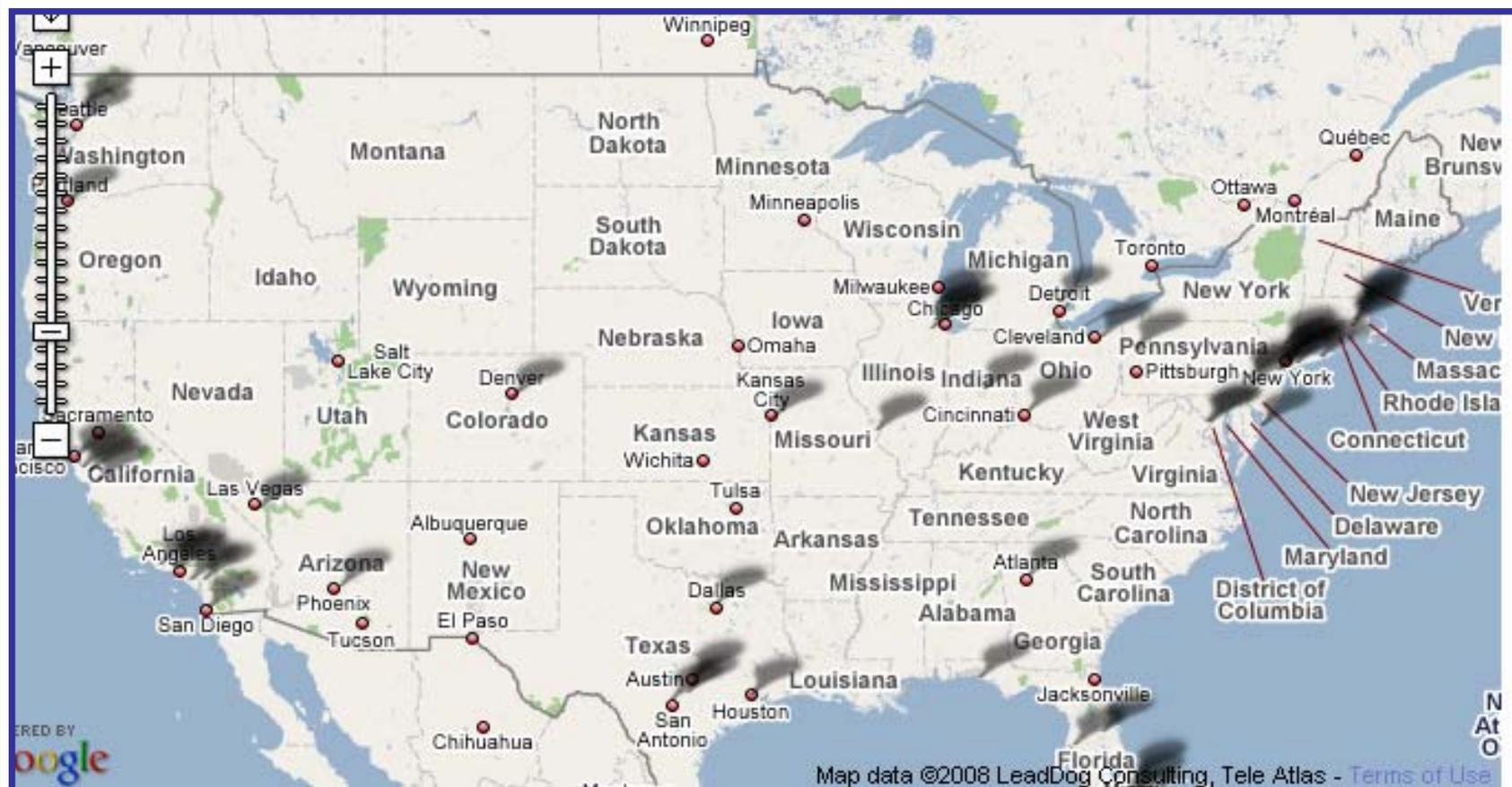
GOAL: POUND FOR POUND

Sell 1 lb

Collect 1 lb

Sonystyle stores

WM e-waste depot within 20 miles of Sonystyle and 50 miles for outlet locations



Status of Take Back & Recycle Program

- Results exceeding expectations:
 - Internal Enthusiasm - Commitment
 - 6,700,000 pounds collected
 - 138 recycling/collection locations
 - 32 States with permanent location
 - Locations within 20 miles of every Sony Style Store
- Measurable Climate Change Benefits (*EPA WARM calculator*)
 - 8,010 Metric tons CO2 savings (\$48,060 at \$6/REC)
 - 1,980 cars removed
 - 193,200 gallons of gas. (\$773,000 at \$4/gal)

Commitment

