

Sony Establishes First Nationwide Electronics Recycling Program With Waste Management's Recycle America

Program Open to All Consumer Electronics Devices

NEW YORK, AUG. 17, 2007 – To encourage consumers to recycle and dispose of electronic devices in an environmentally sound manner, Sony has established a national recycling program for consumer electronics. The Sony Take Back Recycling Program, allows consumers to recycle all Sony-branded products for no fee at 75 Waste Management Recycle America eCycling drop-off centers throughout the U.S.

The program, which begins on September 15, was developed in collaboration with WM Recycle America, LLC, a wholly owned subsidiary of Waste Management, Inc. The program also allows consumers to recycle other manufacturers' consumer electronics products at market prices, and may include a recycling fee for some types of materials. This is the first national recycling initiative in the U.S. to involve both a major electronics manufacturer and a national waste management company.

As the Sony Take Back Recycling program expands, the number of eCycling drop-off centers will increase to at least 150 sites within a year, with at least one location in every state through a combination of WM Recycle America locales and WM external service partners. Sony and WM Recycle America are also working towards the goal of having enough drop-off locations in all 50 states so there is a recycling center within 20 miles of 95 percent of the U.S. population. Consumers will also have the option of shipping their used Sony electronics products to select WM Recycle America locations.

The Sony Take Back Recycling Program is part of Sony's broader global commitment to environmental stewardship, which spans product design, recycling, facilities management and energy conservation across all categories.

"Providing the highest level of service and support doesn't stop once a purchase is made. We believe it is Sony's responsibility to provide customers with end-of-life solutions for all the products we manufacture," said Stan Glasgow, president and chief operating officer of Sony Electronics. "Through the Take Back Recycling Program, our customers will know that their Sony products will be recycled in an environmentally responsible manner."

Glasgow said that by making the recycling of Sony products easy and convenient, the company expects to reach its goal of recycling one pound of old consumer electronics equipment for every pound of new products sold.

"People are seeking services to help them recycle electronic waste responsibly and economically," said Patrick DeRueda, president of WM Recycle America. "This program serves consumers' needs by offering a convenient and cost-effective waste management solution, while demonstrating our shared commitment to providing outstanding customer service and environmental stewardship."

As the technology industry sees continued growth, the amount of electronic waste is also increasing. A study by the U.S. Environmental Protection Agency showed that in 2005 used or unwanted electronics amounted to about 1.9 to 2.2 million tons. Of that, some 1.5 to 1.9 million tons was primarily discarded in landfills, and only 345,000 to 379,000 tons were recycled.

By recycling old electronics products, useful materials -- such as glass, plastic and metals – can be collected and re-used in the manufacture of other products. Recycling not only minimizes the amount of waste disposed, it also minimizes the extraction of new raw materials from the earth and resources required for processing, saving energy and reducing greenhouse gases in the process.

A complete list of WM Recycle America eCycling drop-off centers can be found at www.wm.com/sony/

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About Waste Management and WM Recycle America, L.L.C.

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. More information about how Waste Management Thinks Green® can be found at www.wm.com/wm/thinkgreen.

WM Recycle America is a wholly owned subsidiary of Waste Management and is the largest recycler in North America. WM Recycle America's business lines include processing many types of consumer generated recyclables and finding the best markets for the recyclable commodities produced. In its capacity of providing processing and marketing services, WM Recycle America offers a wide variety of recycling options for municipal, manufacturing, commercial and residential customers.

About Sony Electronics

Sony Electronics Inc.: Headquartered in San Diego, Calif., Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, manufacturing, sales, marketing, distribution and customer service.

Sony is the co-developer of Blu-ray, Disc™, CD, DVD and Super Audio CD technologies. The company is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and SXR™ HDTV, Cyber-shot® digital camera, Handycam® camcorder, Walkman® personal stereo and Memory Stick® flash media. Sony is also an innovator in IT products, including VAIO® personal computers; and high-definition professional broadcast and video products, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXR™ 4K digital projector. For the latest news and information, please see our Web site at www.sony.com/news.