Sony DADC Announces Launch of U.S. Blu-ray Disc Production

TERRE HAUTE, Ind., May 16, 2006 -- Sony DADC today officially inaugurated Blu-ray Disc BD-ROM (video, games, data) production in the U.S.

Sony DADC in the U.S. currently has three Blu-ray replication lines functioning with a capacity of 25,000 single-layer 25GB Blu-ray Discs per day, for a total of 750,000 Blu-ray Discs per month. This capacity is expected to increase to nearly 5 million discs per month by October as additional lines are added to the facility. Of these additional lines, six will be capable of manufacturing 50GB dual layer Blu-ray Discs.

"Sony DADC is thrilled to be the leading optical disc manufacturing facility in the U.S. and have a full Blu-ray BD-ROM line ready for production," said Dieter Daum, President, Sony Disc & Digital Solutions. "Blu-ray is going to revolutionize the way consumers enjoy and interact with high definition entertainment content, and we are pleased to play a critical role in this important development."

Sony DADC also has an offset printer and packaging line dedicated to Blu-ray BD-ROM. Additionally, it employs a Phase Transition Mastering (PTM) machine, which can be easily reconfigured to master both BD-ROM and DVD-ROM (video, games, data) on a single system. A second PTM machine will be added this summer, and an additional offset printer and three additional packaging lines will be added by October.

Blu-ray Disc Authoring Services will be offered to customers in July 2006.

About Sony DADC

Sony DADC, a leading producer of optical disc media, has cutting-edge optical media manufacturing facility locations in Terre Haute, IN and Pitman, NJ. Although widely known for its quality disc production and distribution services, Sony DADC also develops and delivers dynamic technologies that not only protect disc content, but also transform discs

into powerful marketing tools by adding secure links to bonus web-site content or prize incentives. Sony DADC operates within the Sony Corporation of America corporate group. Visit us at http://www.sonydadc.com or call 1.800.358.7316 for more information.

About Sony Corporation of America

Sony Corporation of America, based in New York City, is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its music, motion picture, television, computer entertainment, and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Pictures Entertainment, Sony Computer Entertainment America Inc., and a 50% interest in Sony BMG Music Entertainment, one of the largest recorded music companies in the world. Sony recorded consolidated annual sales of approximately $64 billion for the fiscal year ended March 31, 2006, and it employs 158,500 people worldwide. Sony's consolidated sales in the U.S. for the fiscal year ended March 31, 2006 were $16.7 billion. For more information see http://www.sony.com.