

**SONY AND DOW JONES & COMPANY JOIN FORCES FOR COMPREHENSIVE AND  
EXCLUSIVE CONTENT OFFERINGS FOR THE SONY READER**

**NEW YORK POST DIGITAL EDITION EXCLUSIVELY OFFERED ON THE SONY READER**

**SAN DIEGO and NEW YORK– December 17, 2009** – Delivering on its promise to give consumers the best digital reading experience, Sony, through its Digital Reading Division, today announced a new relationship with Dow Jones & Company for exclusive content offerings from *The Wall Street Journal* and *MarketWatch*, part of the Wall Street Journal Digital Network, for wireless delivery to the Reader Daily Edition™.

In addition, the company has reached an agreement with the *New York Post* to exclusively offer the only version of the *New York Post* for digital reading devices. These new offerings will be available soon in Sony's newly branded Reader™ Store ([readerstore.sony.com](http://readerstore.sony.com)). The Reader Daily Edition with wireless 3G connectivity is available for pre-sale at SonyStyle Stores and online at [SonyStyle.com](http://SonyStyle.com). Under the agreements, Sony's Reader Daily Edition™ will be the premier digital reading device for *The Wall Street Journal* and *New York Post*. The publishers will jointly market the devices with Sony in these two leading daily newspapers.

“Sony is a world leader in bringing together content and technology to provide the richest and most rewarding experience for the consumer,” said Sir Howard Stringer, chairman, CEO and president, Sony Corporation. “Our agreement to have exclusive offerings from *The Wall Street Journal*, the *New York Post* and a variety of other exclusive Dow Jones information available wirelessly on the Reader Daily Edition underscores our belief in the critical value of unique

content—especially news and information--and the devices that can deliver it with ease and integrity to users everywhere.”

“Whether it be displayed on an excellent digital reader or a Web site or in print, there is no doubt that Journal journalism is pre-eminent,” said Robert Thomson, editor-in-chief of Dow Jones & Company and managing editor of The Wall Street Journal. “Readers around the world recognize the worth of that content and they are prepared to pay for it.”

“Our readers rely on the content we provide for key business and personal decisions every day, and serving them when and where they want is a crucial element of our strategy,” said Todd Larsen, chief operating officer of the Dow Jones Consumer Media Group. “Being able to do that across multiple platforms on innovative devices, such as the Reader Daily Edition, helps ensure we can provide that access and ultimately enhance their experience.”

“We firmly believe in providing the best digital reading experience available – and that means offering consumers access to the most compelling devices and content. Our relationship with Dow Jones and the *New York Post* will give readers access to some of the best daily news content available anywhere – ranging from political stories to sports coverage to Page Six,” said Steve Haber, president of Sony’s Digital Reading Division. “We look forward to continuing to surprise and delight consumers with great values and the most excitement in digital reading.”

Dow Jones, the *New York Post* and Sony’s Digital Reading Division are offering select exclusive daily content packages available only through Sony’s Reader Store for wireless delivery to the Reader Daily Edition. The Reader Daily Edition is optimized for newspapers and offers that content in an elegant, easy-to-read format that is intuitive to navigate. The Reader’s touch

screen lets readers experience newspapers like never before – letting them highlight, take notes and even look up words on the device's integrated dictionary.

*The Wall Street Journal* digital edition provides essential and relevant information from the world's most trusted business news source. With a subscription, each edition will be delivered wirelessly to the Reader Daily Edition. Subscriptions are \$14.99 a month. Exclusive offerings for the Reader Store include:

- *The Wall Street Journal PLUS*: In addition to the day's full morning digital edition, *WSJ PLUS* provides a comprehensive update of the day's world and business events after the close of the markets. The monthly subscription for the morning paper and the update is \$19.99.
- *MarketWatch Today*: This offering, only available on Reader Store, extracts the day's most important feature stories and analysis from MarketWatch.com and delivers them directly to the Reader. A subscription will cost \$10.99 a month.
- *New York Post*: Now Readers can get all of the hottest news, gossip and sports reporting on their Reader. The *New York Post* debuts its exclusive digital reader version, available for wireless delivery to the Sony Reader Daily Edition. A subscription for the *New York Post* Digital Reader Edition costs \$9.99 a month.

*The Wall Street Journal* digital edition and *MarketWatch Today* will be available in the next few days. *The Wall Street Journal PLUS* and *New York Post* will be available in January. Readers can also get a 14-day free trial of any of these subscriptions.

The Reader Daily Edition joins the Reader Pocket Edition™ and Reader Touch Edition™ to round out Sony's complete family of digital readers. The Reader Daily Edition gives consumers wireless access to Reader Store from most of the U.S. via a 3G mobile broadband network.

Book lovers can now browse, purchase and download books, as well as select newspapers and magazines on the go through Sony's Reader Store.

The Reader Daily Edition features a responsive, menu-driven, seven-inch touch screen panel that enables quick, intuitive navigation, page turning, highlighting and note taking with the swipe of a finger or by using the included stylus pen. Users can take handwritten notes with the stylus pen or type with the virtual keyboard. All notes can be exported and printed out for easy reference. The Reader Daily Edition includes an onboard Oxford American English Dictionary that allows you to look up a word by simply tapping on it.

For more details on the Reader Daily Edition please visit [Sonystyle.com](http://Sonystyle.com); Sony's online destination for book lovers - [wordsmoveme.com](http://wordsmoveme.com); or the [Sony Electronics Community](#), which includes a corporate blog, video, photos, polls and profiles. For a list of all the Sony Electronics community sites please visit:

**Editor's Note:** For additional information about the Reader digital book, your readers can call (888) 315-SONY, or visit Sony's web site at: [www.sony.com/reader](http://www.sony.com/reader). Members of the media looking for complete product specifications and digital images and other information are invited to visit Sony Electronics' news and information web site at [www.sony.com/news](http://www.sony.com/news).