



SONY

For information please contact:
Rafael Marques, 312.554.3384

Chicago Climate Exchange® Welcomes Sony Electronics

February 15, 2007 – Sony Electronics Inc. announced its commitment to join the Chicago Climate Exchange (CCX®), the world's first and North America's only voluntary, legally binding greenhouse gas emissions reduction, registry and trading program.

“Sony Electronics is truly synonymous with vision and progress in the electronics and information technology industry and we are proud to welcome them to CCX,” says Dr. Richard Sandor, Chairman and CEO of CCX. “Sony's history of innovation is evident in its joining CCX and we look forward to the company's contribution to the evolution and development of CCX.”

Sony has outlined several goals for global environmental efforts through its Green Management 2010 program. The targets will guide its efforts to minimize impact on global warming, recycle resources, prioritize green procurement, and several other initiatives. This commitment stands behind a history of environmental milestones for the company, including securing early ISO14001 certification for facilities, recycling promotions, and innovative product designs which reduce power consumption and packaging.

“We are very pleased to be a part of the Chicago Climate Exchange here in the U.S., which promotes our greater responsibility in working toward our global green initiatives,” said Mark Small, vice president of environmental safety and health at Sony Electronics. It's important for us to uphold the standards consumers have come to expect from the Sony brand, especially in terms of environmental practices.”

About Chicago Climate Exchange, Inc.

CCX began greenhouse gas emissions allowance trading in 2003 and is the world's first and North America's only legally binding rules-based greenhouse gas emissions allowance trading system, as well as the world's only global system for emissions trading based on all six greenhouse gases. CCX members are leaders in greenhouse gas management and represent all sectors of the global economy, as well as public sector innovators. CCX Members commit to reduce their greenhouse emissions a minimum of 4% below annual average of 1998-2001 by 2006 and 6% by 2010, depending on membership Phase. Reductions achieved through CCX are the only reductions in North America being achieved through a legally binding compliance regime, with price transparency and independent third party verification provided by NASD. The Chairman and CEO of CCX is economist and financial innovator Dr. Richard L. Sandor, who was named a Hero of the Planet by Time magazine for his work in founding CCX. For a full list of CCX members, daily prices and other program information, see www.chicagoclimateexchange.com. CCX is a wholly owned subsidiary of Climate Exchange Plc, a public stock company listed on the AIM Market of the London Stock Exchange. Climate Exchange Plc also owns the European Climate Exchange, Europe's leading CO2 emissions exchange.