

Press Release

25 March 2008

Head of Marketing to leave Sony Ericsson at end of March

London, UK – Sony Ericsson Mobile Communications announces today that Dee Dutta, Corporate Vice President and Head of Marketing, has decided to leave the company on 31st March 2008.

Dee joined Sony Ericsson in 2002, and since 2003 he has held the role of Head of Marketing. During his time at Sony Ericsson he has built the marketing organisation throughout the company, and under his leadership the Sony Ericsson brand has climbed to No 2 in Brand Purchase Consideration. Through the sponsorship of tennis, particularly the Women's Tennis Association Tour, he has extended the reach of the Sony Ericsson brand across the world.

Commenting on his departure Dick Komiyama, President of Sony Ericsson, said, "Dee has made an outstanding contribution to the growth of the Sony Ericsson brand and our sponsorship in tennis. We would like to wish him the very best for the future."

Dee Dutta, commenting on his departure, said, "This has been a wonderful journey of both personal and professional growth for me. I am very proud of the achievements that my team and I have made in growing the brand and look forward to the next challenge in my career."

Dee's replacement as Head of Marketing will be announced in due course.

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Sony Ericsson Mobile Communications was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. The company serves the worldwide communications market with innovative and feature-rich mobile phones, accessories and PC-cards, and it has R&D sites in Europe, Japan, China, India and America. Sony Ericsson is the title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information, please visit www.sonyericsson.com

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