

Press Release

Sony Ericsson launches global digital campaign for James Bond's latest phone

Sony Ericsson has unveiled a global digital campaign, created by iris Digital, to promote its association with the upcoming 22nd James Bond film QUANTUM OF SOLACE which will be released worldwide November 2008. The campaign is part of Sony Ericsson's integrated marketing push which seeks to highlight the features of the C902 Titanium Silver Cyber-shot™ phone used by James Bond in the film.

London, UK - 20th October 2008 – Launching today, the rich content microsite www.sonyericsson.com/bond hosts “Directive C902”, an interactive movie that puts a player's secret agent skills to the test across four missions, while showcasing the phone's features and functions. Filmed in the style of a spy thriller, each successfully completed mission delivers a code that unlocks an exclusive mobile phone application and grants access to the next level of the game.

Among the Bond-themed mobile applications available to download is a Wireless spy cam, which turns a player's camera phone into a fully working gadget. Users can set up their phone to take photos at regular intervals for a set period of time and automatically email the captured shots to their inbox.

Cathy Davies, Director of Global Marketing Communications for Sony Ericsson said, “This is a great opportunity for Sony Ericsson to leverage its ongoing relationship with the most eagerly anticipated release of the year. As well as enabling our customers to actually own the James Bond phone we're able to offer them unique experiences online, in store and through partner marketing as well as through the phones themselves.”

Other mobile downloads include a Fingerprint scanner, an X-ray viewer and a Universal detector, all designed to trick unwary friends and colleagues into believing the phone has come straight from Q's R&D lab.

Upon completing the four tiers of the game, players are invited to enter a competition to win a VIP trip to Monte Carlo and experience the Bond lifestyle firsthand. The website also plays host to the QUANTUM OF SOLACE film trailer and further information on Sony Ericsson phones.

The soft launch will begin this week through an email marketing campaign and online media will start to drive people to the site from the 20th October.

TV, cinema, outdoor, press and in-store POS materials have also been created as part of the ‘I [SE] Bond. James Bond’ campaign. The ‘slither’ design image featured throughout the campaign was created to provide a glimpse into the world of Bond and highlight the area that emerges when the C902 unique sliding lens cover is activated, allowing the user to ‘be ready for any challenge’.

The close up of Daniel Craig's eye was specially commissioned by iris for the Sony Ericsson campaign. The integrated campaign will run in over 42 countries.

Daniel Craig reprises his role as Ian Fleming's James Bond 007 in QUANTUM OF SOLACE, the Metro-Goldwyn-Mayer Pictures/Columbia Pictures release of EON Productions 22nd adventure in the longest running film franchise in motion picture history. The film is produced by Michael G. Wilson and Barbara Broccoli and directed by Marc Forster. The screenplay was written by Paul Haggis and Neal Purvis & Robert Wade.

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Sony Ericsson C902 Cyber-shot™ – At a Glance

Camera

- Auto focus
- Auto rotate
- BestPic™
- 5 megapixel camera
- 2.5x digital zoom
- Face detection
- Photo fix
- Photo flash
- Picture blogging
- Video recording
- Video light
- Video stabiliser
- Image stabiliser

Music/Entertainment/Navigation

- Media player
- Mega Bass™
- Music tones (MP3/AAC)
- PlayNow™
- TrackID™
- FM radio
- Java
- Media
- Video streaming
- Video viewing
- 3D games

Web/Internet

- Access NetFront™ Web browser
- RSS feeds

Communication & Messaging

- Polyphonic ringtones
- Speakerphone
- Vibrating alert
- Video calling
- Email
- Instant messaging
- Picture messaging (MMS)
- Predictive text input
- Sound recorder
- Text messaging (SMS)
-

Design

- Navigation key
- Picture wallpaper
- Wallpaper animation

Connectivity

- Bluetooth™ technology
- Modem
- Synchronisation
- USB mass storage
- USB support
- PictBridge

Organiser

- Alarm clock
- Calculator
- Calendar
- Flight mode
- Notes
- Phone book
- Stopwatch
- Tasks
- Timer
-

Accessories

In-Box:

- Battery,
- Charger,
- USB cable,
- Stereo Portable Handsfree

- Wrist strap in leather
- Sony Ericsson PC Suite
- Media Manager
- User guide

Optional:

USB Card Reader CCR-70

Transfer photos and more easily from your phone to a PC.

Bluetooth™ Headset HBH-PV712

A powerful wireless handsfree with extra Style-up™ cover

GPS-Enabler HGE-100

Add GPS technology to your phone. Know where you are, where you're going and how to get there

Design Collection IDC-23

Black leather case with a separate credit card compartment, matching hand strap and detachable jewellery

Facts and Figures

Size: 108 x 49 x 10,5 mm

Weight: 107 grams

Colours:

Titanium Silver

Screen: 262,144 colour TFT

Resolution: 240x320 pixels

Size: 2 inches

Phone memory: Up to 160MB

Memory Stick Micro™ (M2™) support

Talk time GSM: Up to 9 hrs

Standby time GSM: Up to 400 hrs

Talk time UMTS: Up to 3.5 hrs

Standby time UMTS:

Up to 350 hrs

Availability and Versions

Networks:

UMTS/HSDPA 2100

GSM/GPRS/EDGE

850/900/1800/1900

Legal

- 1) Facts and features may vary depending on local variant.
- 2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

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About Sony Ericsson

Sony Ericsson is a top global industry player with sales of over 100 million phones in 2007. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London.

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About iris Worldwide:

iris Worldwide is an independent, integrated marketing micro-network working across all media and all disciplines. Working with an enviable roster of global clients that include Shell, Sony Ericsson, ING, adidas and Coca Cola, the agency is committed to 'Media Anything, Idea Everything' – a creative vision that encompasses iris' interpretation of integrated marketing.

For more information please see www.irisnation.com

EON Productions

EON Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty two James Bond films since 1962, including QUANTUM OF SOLACE. The James Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the longest running franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Dies, The World is Not

Enough, Die Another Day and Casino Royale. EON Productions and Danjaq LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at www.sonypictures.com.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution Inc, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit www.mgm.com.