

**Sony Ericsson inaugurates its expanded Product Development Centre in Chennai  
Chennai, 11<sup>th</sup> November 2008**

Dick Komiyama, President of Sony Ericsson inaugurated its new and expanded Product Development Centre in Chennai. Sony Ericsson first established its Product Development Centre in India in June 2008 and it has now been expanded covering an area of more than hundred thousand square feet in a new building in DLF City, Chennai.

Speaking on the occasion, Dick Komiyama said, “We put special emphasis on India and are committed to further investment and expansion in this country as we strengthen our market presence. India is one of the three most important markets for us.”

In line with its strategy for the region, Sony Ericsson has established integrated operations in India Region which include product development, manufacturing, marketing, distribution and after sales service.

Anil Sethi, President of India operations added that Sony Ericsson will tap the vast pool of very talented young engineers in the Chennai area to create India specific products and services. He added that the centre will also serve as a global resource to augment Sony Ericsson’s technical capabilities around the world. It will also create opportunities for the young engineers coming out of the Indian educational system to get exposed to the latest technological practices around the world for which closer interaction with the Indian technical institutes is planned.