



Press Release

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Sony Ericsson announces management change in North America

London, UK - Sony Ericsson Mobile Communications ("Sony Ericsson") today announced that Najmi Jarwala, President of Sony Ericsson USA and Head of Region North America (comprising the US and Canada markets), has chosen to leave the company at the end of March to pursue other career opportunities.

Commenting on today's announcement, Dick Komiyama, President of Sony Ericsson, said, "Under Najmi's leadership we have redefined our North American strategy, built operational excellence and strengthened our total presence considerably in this very important market. We are sad to see him leave Sony Ericsson after more than three successful years, but at the same time we wish him all the best for his future."

"It has been an incredibly rewarding time for me and we have achieved a lot together in North America," said Najmi Jarwala. "We have introduced an increasing number of new products, grown market share, built operator relationships and, perhaps most importantly, have laid the foundation for North America to play a key role in the long term growth and success of Sony Ericsson. I have been privileged to have led a team of passionate, creative and innovative people at Sony Ericsson and I wish them every success," he added.

A separate announcement regarding Najmi's successor in his dual role will be made in due course. In the interim, and effective April 1st, Anders Runevad, Executive Vice President of Sony Ericsson and Head of Global Sales & Marketing, will take on the added responsibilities of President of Sony Ericsson USA and Head of Region North America.

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Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. 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. For more information about Sony Ericsson please visit www.sonyericsson.com

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