

Toronto, Ontario
June 19, 2007

MEDIA ALERT / PHOTO OPPORTUNITY

Sony and Best Buy kick off "Score with Sony" week and give Canadian Soccer Fans a chance to see the FIFA U-20 World Cup Trophy

Whether you're a technology buff or a die-hard soccer fan, there's something for everyone under the Sony and Best Buy tent as Best Buy Canada and Sony team up to launch "Score with Sony" week running from June 22 until June 28 at all Best Buy stores across Canada.

What: Sony and Best Buy tent

When: Open to Public:
Saturday, June 23 -- 10 a.m. to 5 p.m.

Media Interviews and Photo/Video Opportunities:
Saturday June 23 -- 1 p.m. to 3 p.m.

Where: Best Buy Richmond Hill
Unit C 225 High Tech Road
Richmond Hill

Sony and Best Buy Tent Ultimate HD Experience

To kick off the week, Best Buy and Sony host the Sony and Best Buy tent - a one-day big tent experience full of entertainment and sporting activities outside the Richmond Hill Best Buy store. Inside, consumers can experience the full HD family of Sony products with live demonstrations to show how HDTV, Blu-Ray Players; PS3; HD DSC; HD Camcorders; Face Detection and VAIO Laptops can work together to provide the ultimate Sony HD experience.

FIFA U-20 Ultimate Fan Experience

As a proud partner of the FIFA U-20 World Cup Canada 2007, Sony brings the ultimate soccer experience to the Sony and Best Buy tent with a showing of the FIFA U-20 Trophy in Canada. Soccer enthusiasts can have a free photo taken with the trophy or alongside the Team Canada team backdrop; experience a mad trix and skillz demo by Freestyle Soccer; have a chance to win one of 100 replica U-20 soccer balls autographed by Team Canada's David Edgar; and get their free Sony/FIFA/Best Buy giveaways.

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About Best Buy Stores – Canada

Best Buy stores in Canada are a division of Burnaby, BC-based Best Buy Canada Ltd., a wholly owned subsidiary of Best Buy Co., Inc. (NYSE:BBY). Best Buy is Canada's fastest-growing retailer and e-tailer (www.BestBuy.ca) of consumer electronics, computers and entertainment products and also operates the Geek Squad (www.GeekSquad.ca), a 24 hour a day computer support task force. There are currently 47 stores in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Quebec.

Best Buy offers consumers a unique shopping experience with the latest technology and entertainment products, at the right price, with a no-pressure (non-commissioned) sales environment. The Company is committed to kids and their local communities and has a comprehensive community relations program described at www.BestBuy.ca/community.

For more information about Best Buy, including store locations, visit www.BestBuy.ca

About Sony of Canada Ltd.

Established in 1955, Sony of Canada Ltd. is a wholly-owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,000 employees support 79 Sony stores and a network of more than 500 authorized dealers across Canada.

For further information, please visit us at www.sony.ca, www.thesonystore.ca or www.sonystyle.ca, Sony's product information and e-commerce Web site.

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For more information, please contact:

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