

February 8, 2006

Dear Authorized Sony TV Dealer:

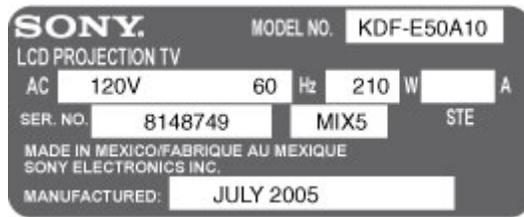
We have recently learned that a limited number of KDLV26/32/40XBR1 (BRAVIA) Flat Panel or KDFE42/50A10 (Grand Wega) Rear Projection LCD television(s) manufactured through November 2005 temporarily may not, after an extended period of time depending upon usage, turn either on or off due to a software issue. This condition is easily resolved with a simple software update. Through the mail, Sony will be contacting customers that have registered their product and provide instructions on how customers may obtain the software update at no charge.

To confirm if a television may be affected, please direct customers to go to **www.updatemytv.com** and input their television's model and serial number. The television model number, serial number and manufactured date can be found on the back of your television (sample labels shown below).

Bravia LCD TV (Sample)



Grand Wega Rear Projection TV (Sample)



The website will verify if a unit is affected and provide information on how customers can obtain the free software upgrade. If a customer does not have web access, he/she contact Sony Customer Service toll-free at 1-866-210-6333. Customers should have the model number and 7-digit serial number available when calling.

Not all Sony televisions are affected. No safety issues exist with the TVs. If customers have already experienced this software issue, the television can be temporarily reset by disconnecting the AC Power Cord from the wall outlet, wait at least 30 seconds and then reconnect the AC power cord to the wall outlet. After this reset procedure, the television should work properly until another extended period of use has accumulated.

Sony is providing this software update at no charge to owners of affected televisions through March 1, 2008. Terms of Sony's limited warranty otherwise continue to apply. We apologize for any inconvenience this may have caused customers and will continue to provide superior customer service for Sony televisions.

Best Regards,

Sony Electronics Inc.