



Sony introduces new energy link USB portable power supply and adaptor

LAS VEGAS, Feb. 27, 2007 – Today's growing mobile market can now plug in their portable electronics devices anytime, anywhere, thanks to Sony's new USB portable power supply.

Its triple function as a power adaptor, portable power supply and battery charger is the first of its kind to be combined into one device.

The Energy LINK USB portable power supply and adaptor is packaged with two rechargeable Cycle Energy batteries, which bridge the gap between regular alkaline batteries and the NiMH rechargeable batteries, and fully charges in about 3.5 hours.

The new power supply also takes advantage of the USB de facto standard.

"The Energy LINK power supply comes at a time when there's been rapid growth of mobile products and savvy consumers wanting dependable sources that can power them with a quick and easy connection," said Maria Freyre, Sony Electronics' marketing manager for battery products.

The Energy LINK power supply is compatible with the Sony Network Walkman® family, Sony Ericsson products, digital cameras, laptops, most MP3 players and other electronic devices with USB ports.

The Energy LINK USB portable power supply and adaptor will be available this spring for a suggested retail price of about \$34.99.

Editor's Note: Readers can find the nearest Sony authorized dealer or service location by calling 1-800-686-SONY or visit www.sony.com/battery. Additional press material and product images are available for members of the media at www.sony.com/news.