



Press Release

Paris, 6 November, 2006

## Sony announces a limited edition '007' MICRO VAULT

Sony Europe's Recording Media & Energy (RME) division today announced the launch of an exclusive '007' model of its MICRO VAULT USB media in celebration of the newest James Bond release, CASINO ROYALE, in theatres worldwide from November 17 from Columbia Pictures and Metro-Goldwyn-Mayer Studios.



Daniel Craig stars as "007" James Bond, the smoothest, sexiest, most lethal agent on Her Majesty's Secret Service in *Casino Royale*. Based on the first Bond book written by Ian Fleming, the story recounts the making of the world's greatest secret agent. Martin Campbell is directing the 21st adventure in the 44-year-old franchise, from a screenplay by Neal Purvis & Robert Wade and Paul Haggis.

James Bond's first "007" mission leads him to Le Chiffre (Mads Mikkelsen), banker to the world's terrorists. In order to stop him, and bring down the terrorist network, Bond must beat Le Chiffre in a high-stakes poker game at Casino Royale. Bond is initially annoyed when a beautiful British Treasury official, Vesper Lynd (Eva Green) is assigned to deliver his stake for the game and watch over the government's money. But, as Bond and Vesper survive a series of lethal attacks by Le Chiffre and his henchmen, a mutual attraction develops leading them both into further danger and events that will shape Bond's life forever.

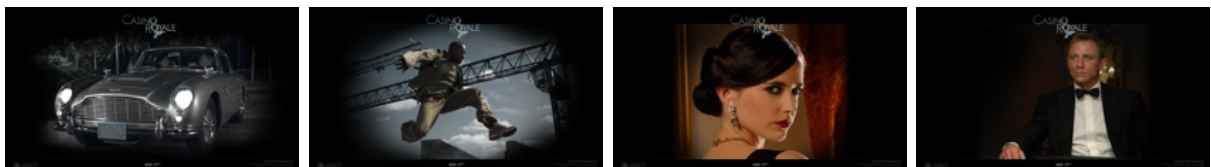
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Combining quality and style, the '007' MICRO VAULT edition is finished in piano black, featuring the signature '007' logo. The product comes pre-loaded with the English language version of the CASINO ROYALE movie trailer and four High Definition (1920 x 1080 pixels) wall paper images\* for use on your laptop or PC.



For smooth on-the-go action, the '007' MICRO VAULT incorporates a slide-up style USB connector and offers a native storage capacity of 1GB. The pre-installed Virtual Expander compression software allows storage of up to 3 times more data, depending on the file type and content.

The new model complements the existing range of Sony MICRO VAULT 'Midi' products available with 512MB, 1GB, 2GB, 4GB and 8GB capacity. The exclusive '007' model – the first ever MICRO VAULT with pre-loaded content – comes in a special '007 / CASINO ROYALE' package design and will be available from early November, to coincide with the run-up to the global premiere of CASINO ROYALE on November 16.



\*Four wall paper images pre-loaded on the limited edition 007 Micro Vault

**For more information, please contact your local Sony PR person or:**

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#### **About Sony:**

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the World's Leading Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 156,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

**Sony Europe's Recording Media & Energy** division is responsible for the retail and corporate data media, consumer and professional media and battery business. Please visit [www.sony-europe.com](http://www.sony-europe.com)

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**About Metro-Goldwyn-Mayer Inc. :**

Metro-Goldwyn-Mayer Inc. is an independent, privately-held motion picture, television, home video, and theatrical production and distribution company. The company owns the world's largest library of modern films, comprising approximately 4,000 titles, and over 10,400 episodes of television programming. Its film library has received 208 Academy Awards®, one of the largest award-winning collections in the world, and includes numerous successful film franchises, including James Bond, Pink Panther and Rocky. MGM is owned by an investor consortium comprised of Sony Corporation of America, Providence Equity Partners, Texas Pacific Group, Comcast Corporation and DLJ Merchant Banking Partners. For more information, visit [www.mgm.com](http://www.mgm.com).

**About EON Productions :**

Eon Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty James Bond films since 1962, including Die Another Day. The Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the most successful franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Die, The World Is Not Enough and Die Another Day. Eon Productions and Danjaq, LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

**About Columbia Pictures :**

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.