



## **Sony, Bank One Launch Sony Card**

### **National Ad Campaign Supporting Sony Card to Launch Feb. 26**

WILMINGTON, Del. - Feb. 24, 2004 - Sony Corporation of America and Bank One [NYSE: ONE] today announced the launch of the new Sony Card, a versatile rewards credit card that gives consumers numerous opportunities to earn Sony rewards with everyday purchases. The card launch will be supported by a national advertising campaign that will be unveiled Feb. 26.

The multi-year alliance between one of the world's best brands and the world's largest issuer of Visa credit cards was created with Sony enthusiasts in mind. Whether it is music, movies, gaming, computers or electronics, there is something for everyone seeking more excitement from credit card rewards.

"We make it a priority to provide our customers with ongoing opportunities to experience the breadth of Sony, which is why we chose Bank One to re-launch this versatile rewards card program," said Emily Susskind, president, Broadband Services Company, Sony Corporation of America. "The Sony Card enables us to further connect with our loyal customers to deliver both state-of-the-art products and experiences."

"We expect this to be a very successful relationship, given Sony's strong global presence, as well as its innovative spirit," said Tom Kerwin, executive vice president for Bank One's card services division. "Sony touches consumers' daily lives in countless ways, which is why the Sony Card will become a 'must have' Visa card."

### **Scoring Rewards**

Cardmembers will earn a variety of rewards with purchases:

- Triple points for every dollar in card purchases spent on Sony products (including Sony CDs, DVDs and games) purchased directly from Sony (both online at [sonystyle.com](http://sonystyle.com) and at Sony Style store retail outlets) and from Sony authorized retailers.
- Eight points for every dollar spent on the card for purchases at [sony.com/mysony](http://sony.com/mysony).
- One point for every dollar spent in other card purchases including everyday purchases and recurring payments.

### **Cashing Them In**

Cardmembers may choose to redeem their rewards in three convenient ways:

- Online - Cardmembers can go online and view their point balance and redemption history, as well as redeem points for Sony merchandise with just a

click of the mouse.

- Phone - Cardmembers may call Sony's toll-free number, 877-718-SONY (7669), to redeem their points from 8 a.m. - midnight EST, seven days a week.
- Purchase Credit - Cardmembers who purchase a Sony product from an authorized Sony retailer may apply all or a portion of their points toward the total product purchase price or a portion of the price simply by completing the Sony Card Points/Credit Request form, which will be available online.

Cardmembers will also enjoy a low introductory rate and no annual fee, as well as complimentary ticket protection, which covers them in case they can't attend concerts, shows or sporting events.

The national advertising campaign will feature the Sony Card - which sports a blue-hued translucent stripe - through which consumers can envision their everyday purchases turning into Sony rewards. While the TV and print executions feature the more aspirational items that can be redeemed through the program - home theater systems, large screen TVs, AIBO entertainment robot and digital cameras - other program communications highlight the fact that there are many products and services that require as little as 1,000 points for redemption.

Sony and Bank One are currently converting hundreds of thousands of cardmembers from the Sony portfolio, previously with another issuer, to the Sony Card program with Bank One.

For additional information about the new Sony Card, visit [bankone.com/sonycard](http://bankone.com/sonycard) or call 877-717-SONY (7669).

Sony Corporation of America, based in New York City, is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its music, motion picture, television, computer entertainment, and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Pictures Entertainment, Sony Music Entertainment Inc., and Sony Computer Entertainment America Inc. Sony recorded consolidated annual sales of over \$62.3 billion for the fiscal year ended March 31, 2003, and it employs 161,100 people worldwide. Sony's consolidated sales in the U.S. for the fiscal year ended March 31, 2003, were \$20 billion.

Bank One Corporation is the nation's sixth-largest bank holding company, with assets of more than \$325 billion. Bank One currently has more than 50 million credit cards issued, making it the largest Visa card issuer in the world. Bank One offers a full range of financial services to large corporate and middle market commercial customers and retail consumers. This press release and additional information can be found on the Web at [www.bankone.com](http://www.bankone.com).