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CONTACTS:

3net: Rod Riegel, 310-244-8907, rod_riegel@discovery.com

XPAND: Daniel O'Connell, 212-660-2555, daniel.oconnell@definitionbam.com

Sony Electronics: Elizabeth Boukis, 408-352-4593, elizabeth.boukis@am.sony.com

**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX –
ANNOUNCES STRATEGIC MARKETING ALLIANCES WITH XPAND 3D AND SONY
ELECTRONICS**

-- Multi-Year Agreement Brings Leading 3D Companies to Network as Launch Partners --

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX today announced strategic launch partnerships with two industry leaders in the emerging U.S. 3D market – XPAND 3D and Sony Electronics Inc. The multi-year agreement will align 3net with each of the partner's respective marketing, sales and product teams to develop mutually beneficial multimedia promotions, program sponsorships, short form programming and integrated marketing initiatives. The joint announcement was made today by Tom Cosgrove, President and CEO of 3net, Maria Costeira, CEO of XPAND and Phil Molyneux, President and COO, Sony Electronics Inc.

"We're extremely pleased to have two industry leaders in the dynamic 3D market onboard as our network launch partners," said Cosgrove. "Our three companies are breaking new ground with content, products and technology solutions for the emerging 3D space, and each of these individual partnerships will allow us to leverage our joint capabilities to further the development of both the industry as well as our respective business interests."

"3D is providing content creators and their audiences alike with a new medium for expression, engagement and enjoyment of media," Costeira noted. "Whether it's drama, sport, informational or interactive, 3D is changing the way businesses and consumers look at content. 3net is the optimal venue for XPAND to showcase our market-leading 3D technologies that have been shown to enhance the 3D viewing experience. With our glasses and 3net content, that viewing experience can be equally compelling on the laptop, the cinema and in the living room. We are

very pleased to join with innovation and imagination leaders Sony and IMAX and Discovery to enable and promote this exciting new forum and we look forward to it becoming a new stage for great content."

"3D adoption by consumers is clearly growing, and the demand for high-quality, immersive 3D programming lies as a catalyst," said Molyneux. "As Sony is involved in all phases of the 3D ecosystem, from production cameras to the viewers' living rooms, it's natural that we leverage our activities on the 3net network to expand our reach. This year, while the network expands its library of quality 3D entertainment for the home, Sony will make 3D personal, bringing to consumers the tools they will need to create, share and enjoy their own, personal 3D content, along with maintaining our leadership position in 3D home products, movies, games, and television programming."

About 3net:

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing experience possible. The channel will feature the most extensive library of 3D content in the world by the end of 2011, featuring genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more. 3net is currently available on DIRECTV channel 107. For more information, please visit www.3net.com.

About XPAND 3D:

The global leader in the 3D market, XPAND Universal 3D Glasses are the only 3D glasses that work with all the 3DTV brands and models, 3D computers, 3D gaming consoles and cinema. Its 3D glasses are affordable for cinema owners and home users while providing 3D quality that was originally available only at a professional cost. XPAND has the extraordinary combination of experienced and visionary leadership, state-of-the-art technology, and economies of scale that will provide a backbone for the cinema and consumer electronics industries as they further transition into the 3D future. X6D Limited is a global company whose products and services are marketed under the XPAND 3D brand name. XPAND 3D was created by industry veterans in theatrical exhibition, entertainment, film production and distribution, and specialty film and digital technologies and is funded by a European investment fund. XPAND 3D technology is used by over 3,500 3D cinemas in more than 50 countries and is the 3D solution of choice for post-production houses, educational and professional 3D applications. XPAND 3D designs,

manufactures and OEMs a range of consumer electronics 3D solutions that are driving the 3D revolution.

About Sony Electronics Inc.:

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution, and customer service. Sony has played a key role in the development of Blu-ray Disc™, CD, DVD and Super Audio CD technologies, among many others. The company is noted for a wide range of consumer audio-visual products, such as the BRAVIA® 3D LCD HDTV, BRAVIA® LCD high-definition television, Sony Internet TV with Google TV, Cyber-shot® digital camera, Handycam® camcorder and Walkman® personal stereo. Sony is an innovator in the IT arena with its VAIO® personal computers and in high-definition professional broadcast and video equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXR™ 4K digital projector. Sony also offers a full line of business-to-business products for medical, security, visual imaging and photofinishing applications.

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