

Petrov Group Announces Executive Report on Sony in the US

PALO ALTO, Calif.—(BUSINESS WIRE)—October 28, 2002—The Petrov Group today announced that it has produced a new Executive Report on Sony Electronics, its recent actions, and the implications of these actions. This report, titled *How Sony markets, sells, services and develops in the US*, will be released in early November.

"This in-depth and factual report delivers the full scope and understanding of how Sony, one of the world's premier consumer electronics and entertainment companies, serves the US market," said Boris Petrov, managing partner of the Petrov Group.

The report's focus is on Sony's presence in the US, with an emphasis on marketing and sales, customer service infrastructure, and headcount. The areas of special interest include Sony's ongoing sales process optimization, hierarchy of customer service and repair organizations, and Sony's renowned brand management strategy. The report explains the duality of Sony Corporation (NYSE: SNE) and the differences between Sony's real and perceived approach to the US market.

"Our Executive Report explains the interrelationships and roles of the entire universe of Sony organizations, companies, groups, and centers, all unified in executing Sony's primary corporate mission and objectives. Our independent due diligence analysis is indispensable for up-to-date information on Sony and Sony Electronics. It provides insights on how Sony markets, sells, services, and develops in the US market, insights that are invaluable for any company that serves the US consumer sector. The table of contents and list of figures are available on e-mail request."

According to Petrov, this report details and explains Sony Electronics' recent realignment and reorganization, including the newly formed Semiconductor & Electronic Devices Division—SEDD (former Core Technologies Solutions Company). The report also delivers insights on how Sony Electronics achieves and maintains its pricing premium and how it has effectively decoupled the underlying technology from the customer end-product image and appeal. Sony is now a leading vendor of notebooks in the US, yet it does not sell notebooks—it sells the Sony Life Style.

"This report details Sony Electronics' highly efficient and optimized sales, distribution, and customer service machine," Petrov said. "The report translates Sony's operating terminology and pinpoints where specific operational functions are performed, including sales offices, customer/logistics support, parts distribution and service locations, manufacturing and development group locations—each with validated headcount and functions."

According to Petrov, this report details the current functional organization of Sony, including all Sony Electronics companies, groups, and divisions in the US, and their alignment with the corporate umbrella structure in Japan. They include:

- Business Solutions & Systems Company—BSSC
- Broadcast and Professional Systems Division—BPSD
- The new Application Systems Division—ASD
- Virtual Network Products Division—VNPD (repositioned and restructured former Visual Network Products Company)
- Personal Mobile Products Division—PMPD
- Home Entertainment Products Division—HEPD
- Digital Imaging Products Division—DIPD
- Information Technology Products Division—ITPD
- Semiconductor & Electronic Devices Division—SEDD (restructured former Core Technologies Solutions Company)
- Customer Sales Company—CSC
- Corporate & Professional Sales Company—CPSC
- e-Solution Company
- Others

The Petrov Group's factual and up-to-date Executive Report on Sony Electronics is about 200 pages in length, with more than 30 figures and tables. The price of this Executive Report is \$4,950. The prepayment / prepublication price, however, is only \$2,950—if payment is received before December 31, 2002. To purchase it or to obtain more information, including the Table of Contents and List of Figures, please e-mail to borpet@earthlink.net or fax your inquiry to 650-858-1211.

The Petrov Group is a strategy consulting practice that is focused on the high-tech industry and is renowned for pragmatic due diligence on companies and technologies. Its primary area of focus and specialization is in developing insights into what drives value creation and competitive advantage. The Petrov Group has a proven track record of assisting clients in assessing, resolving, and executing in critical areas, always with the highest standards of independence and integrity. Boris Petrov founded the Petrov Group in 1981.

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