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European Recycling Platform kicked off operations on August 13

Joint venture started process in four European countries

The European Recycling Platform (ERP) announces today that it started take-back and recycling operations for waste from electrical and electronic equipment in Austria, Ireland, Portugal and Spain on August 13, 2005. The five other countries in the scope of ERP (France, Germany, Italy, Poland and the UK) will follow according to the specific requirements of national legislation.

ERP was founded in 2002 by Braun/Gillette, Electrolux, HP and Sony to implement highly efficient recycling services on the best possible terms using European synergies to minimise cost to the benefit of the consumer.

The advantages of a European compliance scheme have been recognized by numerous producers. "Companies such as Elica, Logitech, Lucent, Omron, Saeco, Samsung, Toshiba and Varta/Remington have joined the ERP and we are continuously in contact with many other producers interested in contracting with ERP" says Hans Korfmacher, President of ERP and Director Environmental Affairs at Braun/Gillette.

The ERP is the first WEEE compliance scheme to be permitted and launching operations in multiple European countries and therewith the first scheme to pass on the advantages of multinational logistic and recycling operations to the consumer.

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Background to the ERP and the WEEE Directive

The European Recycling Platform was set up in December 2002 by Braun, Electrolux, HP and Sony in response to the introduction of the European Union's Waste Electronic and Electrical Equipment (WEEE) Directive. The ERP's mission is to ensure cost effective implementation of the directive, for the benefit of the participating companies and their customers, through innovative waste management strategies and to encourage national implementation of the directive according to a set of core principles, fundamental to the protection of consumers and business, as well as the environment. More information is available at www.erp-recycling.org.

The WEEE Directive is a new legal framework within which producers are obliged to contribute or to organise the disposal, recycling or recovery of the goods they market after 13 August 2005. Producers are also obliged to handle the recycling of a proportion, based on their market share year by year, of the waste from products sold before 13 August 2005.

About Braun

Germany-based Braun GmbH, a subsidiary of The Gillette Company, manufactures a wide variety of products that marry innovation, quality and aesthetic design, ranging from electrical shavers to personal diagnostic appliances and from oral care products and beauty products to household appliances. Braun products enjoy worldwide distribution and many of them enjoy worldwide market leadership. More information is available at www.braun.com.

About Electrolux

The Electrolux Group is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chainsaws, lawn mowers, and garden tractors. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use sold under famous brands such as AEG, Electrolux, Zanussi, Frigidaire, Eureka and Husqvarna. In 2004, Electrolux had sales of SEK 121 billion and 72,000 employees. Visit us on <http://www.electrolux.com>

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended April 30, 2005, HP revenue totaled \$83.3 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

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 53.43 billion (yen 7,160 billion) for the fiscal year ended March 31, 2005 and it employs approximately 151,400 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.03 billion (yen 1,613 billion) for the fiscal year ended March 31, 2005, based on an average market exchange rate for the same period of yen 134 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 8.87 billion for the fiscal year ended March 31, 2005.

For more information on Sony Europe, please visit www.sony-europe.com and www.sony-europe.com/presscenter.

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