

Sony and Arsenal form High Definition technology alliance for Emirates Stadium

Sony creates first HD capable stadium in Europe

Weybridge, UK, 13th April 2006- Arsenal Football Club has appointed Sony as its technology supplier to equip its new Emirates Stadium in Islington, due to open in August 2006.

This will be the first ever High Definition (HD) capable stadium in Europe and by embracing HD, Arsenal has firmly placed High Definition functionality and networking capability at the heart of its communications network. Emirates Stadium will be one of the most advanced in Europe with over one million spectators expected to visit the site during each of the Premiership match seasons.

As part of this groundbreaking deal, Sony Professional Services Europe and Venue Solutions, as system integrator, have been working closely with Arsenal to provide a range of products and solutions to ensure that Arsenal fans and visitors are entertained and informed quickly and easily. This includes:

§ Digital Signage: 439 screens will be sited in the general concourse, Club Level areas and executive boxes. Marketing managers will utilize Sony's Ziris content creation and management software to bring high quality tailored messages to targeted audiences, ensuring that Arsenal can control and manage every aspect of its screen-based communications network.

§ All screens are able to handle HD Images.

§ Live content production will be performed in an HD production gallery, which then feeds content to the large screen displays, the general concourse, Club Level areas and executive box screens.

§ For the general concourse, Club Level areas and executive box screens, HD content will be encoded to an MPEG4 (H264/AVC) stream that is then relayed directly to each display over the stadium network infrastructure. To enable this solution design Sony has created HD streaming receiver cards which are directly installed into each display.

This is the first phase in the creation of an HD stadium development, which will see Arsenal and Sony working together to equip new press rooms, conference suites, Museum, Megastore and offices.

Paul Hennessy, Director Sony Professional Solutions UK stated: "Sony believes that HD quality should be enjoyed and experienced by everyone and we are delighted that for the first time millions of people from all around the world will watch their favourite game in the best quality ever thanks to Arsenal's investment."

"Our vision was to create the most advanced, first HD capable stadium in Europe. With Sony on our side, we are confident that we will achieve this goal and by May 2006 we will be able to offer an unprecedented entertainment experience to Arsenal's supporters," stated Adrian Ford, Commercial Director, at Arsenal.

Sony's Professional Services Team will manage the deployment of the HD equipment, which started in October 2005 and will be completed by July 2006.

For further information visit www.sonybiz.net and www.arsenal.com/emiratesstadium

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Notes to the editors

§ Emirates Stadium was designed by HOK Sport, who are the Architects of Stadium Australia in Sydney, The English National Stadium Wembley, Royal Ascot Racecourse and Wimbledon Centre Court

§ The site of the Emirates Stadium is 17 acres

§ The height of the Emirates Stadium will be 41.9 meters from pitch

level to the top of the roof

§ It has a capacity of 60,000 seats and is especially designed to carry 41 TV cameras throughout the stadium and 215 seats will be allocated especially for the media.

§ There will be 150 Executive Boxes in Emirates Stadium, compared to 48 boxes at Highbury

§ The stadium will be the site for a new 1,000m² merchandising megastore and Arsenal FC Museum

§ The four tiers of seating will all be covered by a roof of approximately 30,000m² (Football pitch covers approx 8,600m²)

§ 2,600 new jobs will be created in the Borough of Islington as a result of the new stadium project

For more information please contact:

Emma Cantrill, Sony Business Europe PR, Sony UK, tel: +44 1932 816701

email: Emma.Cantrill@eu.sony.com Web:www.sonybiz.net

Clare Gibbins, Ogilvy Public Relations Worldwide

tel: +44 (0)20 7309 1037 email: clare.gibbins@uk.ogilvypr.com

Kerry Milton, Communications Department, Arsenal Football Club, +44 (0)20 7704 4010

About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and B2B markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to become a leading personal broadband entertainment company in the 21st century.

In Europe, its business division is now a leading supplier of broad horizontal communications solutions as well as magnetic and optical storage solutions. Amongst others, Sony Europe's market segment solutions and service & support packages are targeted at organisations in the Healthcare, Media, Retail, Transport and Large Venue sectors. Device components such as camera sensors and modules, displays, batteries and semiconductors are targeted at OEM manufacturers and system integrators. For more information please visit www.sonybiz.net.

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About Arsenal:

Arsenal began life in 1886 when a group of workers at the Woolwich Arsenal Armament Factory in London decided to form a football team. The Club played under the name of Dial Square before the name Royal Arsenal was adopted. In

1891 the Club turned professional and changed its name to Woolwich Arsenal, finally joining the Football League in 1893. More than 100 years on, Arsenal have an impressive roll of honour: League Champions 13 times, FA Cup winners 10 times, League Cup winners twice and UEFA Cup winners once.

The Club is estimated to have nearly 30 million fans worldwide, with 2 million located in the United Kingdom, 11 million elsewhere in Europe, 12 million in Australasia, 2 million in Africa and 2 million in North America. Arsenal is set to embark on a new chapter in its history this year when it moves from its current home at Highbury to the new state-of-the-art 60,000-seater Emirates Stadium.

Emirates Stadium is split into four levels; a lower and upper tier with seating for 51,000 people and a corporate box and unique 'Club' level with a 9,000 capacity across both levels. The overall increase combined with the addition of Box and Club levels will generate substantial matchday revenues,

which will help sustain and assist in developing the Club's long-term football success. The stadium will be the most technologically advanced and highest grossing football club stadium in the world and will further position Arsenal as one of the world's leading Clubs, both on and off the field.