

Sony BRAVIA LCD TV safety inspection and rework programme

12/10/2011

Dear valued Sony customer,

We have recently become aware of a potential issue affecting a very limited number of BRAVIA LCD TV models, which have been available for purchase in Europe since June 2007.

The model numbers are:

- KDL-40D3400, KDL-40D3500, KDL-40D3550, KDL-40D3660
- KDL-40V3000, KDL-40W3000, KDL-40X3000, KDL-40X3500

The issue came to our attention through reports in Japan that a limited number of products might contain a component affected by a quality issue, which in a rare number of cases might over-heat and ignite inside the television and possibly result in the melting of the upper casing of the television

To date, there have been no reports of any damage to other property or physical injuries.

However, as part of our ongoing commitment to customer service and satisfaction, and as a precaution, Sony is voluntarily initiating a programme to perform a free inspection and, if necessary, a free repair to reassure you that these products meet your expectations of our high standards for quality and safety.

If you own one of the products mentioned above, we invite you to contact your nearest Service Centre to arrange an inspection of your BRAVIA TV.

Following your request, Sony's service representative will promptly visit to check your TV, and will repair it as promptly as possible if it has the affected component.

Phone support: 0845 6000 124

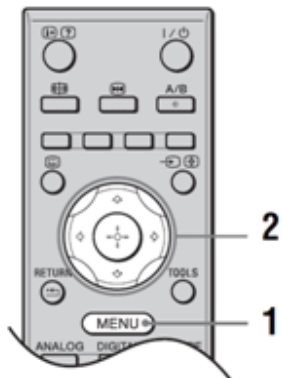
Important: If you own one of the products mentioned above and if you notice any abnormality (e.g. unusual noise, unusual smell or smoking), please turn it off immediately, unplug the power cable, stop using the TV, and contact us. We have confirmed that this symptom does not occur when power is switched off.

In the unlikely event that you are affected by the issues above, we sincerely apologize for any inconvenience this may cause. Sony strives to constantly improve the quality standards of our products to the very highest level. Your understanding and cooperation are highly appreciated.

How to identify your BRAVIA model name

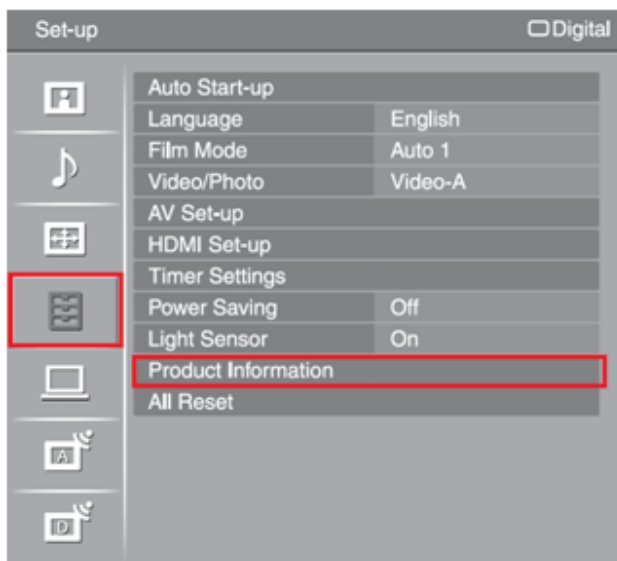
1. From the settings menu's inside the TV:

- Press on the Menu button on your remote control



- 1** Press MENU.
- 2** Press \uparrow/\downarrow to select an option, then press \oplus .
To exit the menu, press MENU.

- Navigate to the settings menu
- In the settings menu, please select the setup menu



- Select product information and press ok to identify your model
2. From the label on the back of the set

You can find the model label on the back of your TV set



BRAVIA model names:

- KDL-40D3400, KDL-40D3500, KDL-40D3550, KDL-40D3660
- KDL-40V3000, KDL-40W3000, KDL-40X3000, KDL-40X3500