



**SONY ERICSSON MOBILE COMMUNICATIONS BRIEFING FOR INVESTORS
AND ANALYSTS AT CEBIT**

Sony and Ericsson are pleased to invite investors and financial analysts to an overview presentation of mobile phone products and market strategy by the senior management of Sony Ericsson Mobile Communications, in conjunction with CeBIT 2005 in Hannover, Germany.

When:

10 March 2005
1:30 - 3:30 pm

What:

1:30 - 2:00 pm
Registration and Coffee

2:00 - 3:30 pm
SEMC Presentation and Q&A

Who:

Miles Flint, President, SEMC
John Peter Leesi, CFO, SEMC
Jan Wareby, Corporate Executive VP, SEMC

RSVP:

RSVP is required for all attendees, as seating is limited.
Please include name, firm, title and contact information.
We will send you confirmation and venue details.

For RSVP and further information please contact:

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