



Noise Pollution Clearinghouse

P.O. Box 1137
Montpelier, VT 05601
toll free (888) 200-8332 • e-mail: npc@nonoise.org • website: <http://www.nonoise.org>

Dear Chairman and CEO Howard Stringer,

"Upright citizens are hiding their children, closing their windows, and running for cover because SONY Mobile presents the 2001 Xplod line." "Xplod, all new ways to offend." "A fresh opportunity to upset your elders." "Go ahead, Disturb the Peace with SONY Mobile." Do these sound familiar? They are part of an advertising campaign that markets incivility as well as SONY Mobile products.

I am confident that they do not represent your values or the true values of the SONY Corporation. Therefore, I am writing on behalf of upright citizens everywhere—your neighbors and customers—asking that SONY stop marketing incivility and show us that SONY truly is a good corporate neighbor.

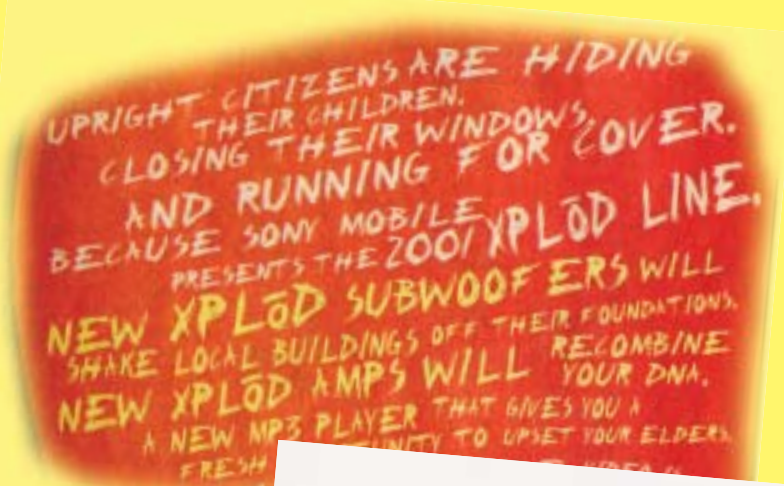
We respectfully ask that you eliminate advertising that suggests, implies, or encourages incivility, and that you apologize for the previous advertising. In addition, we would hope that SONY would actively contribute to peace and quiet as well as donate its trademark "Disturb the Peace" to the Noise Pollution Clearinghouse so we can be sure that no one ever uses that slogan again.

As a former member of the Board of Governors for the Nature Conservancy, you know the value of preserving a natural landscape. I am sure that you would never drive down the road, throwing McDonald's wrappers out the window, polluting our landscape. And I assume SONY Corporation would never encourage driving down the road, throwing McDonald's wrappers out the window, either. It is very disappointing, therefore, to see SONY encouraging drivers to throw aural litter from their cars.

Please set the record straight. Tell us affirmatively that SONY Corporation encourages civility and respect for neighbors, and will never again resort to marketing incivility. Join us in telling the world that, "Good Neighbors Keep Their Noise to Themselves." I look forward to your reply.

Thank you for your consideration,

Les Blomberg
Les Blomberg



Ways you can Preserve the Peace

- Sign and return the letter to SONY CEO Howard Stringer asking SONY to Preserve the Peace
- Mention SONY's marketing of incivility at every chance you get
- Call your local city council members and mayors. Ask them to pass or enforce a "Plainly Audible" standard. Tell them that SONY is encouraging unsafe and illegal activities.
- Get five more Preserve the Peace packets to give to your friends
- Contribute to the Preserve the Peace fund



PRESERVE
~~**DISTURB**~~ **THE PEACE™**

What we're doing.
How you can help.

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