



## **KEI NISHIKORI AND SONY CORPORATION SIGN WORLDWIDE SPONSORSHIP AGREEMENT**

### ***Rising Tennis Star to Promote Sony Brand Globally***

TOKYO, April 30, 2008—IMG today announced that professional tennis player Kei Nishikori has signed a three-year global sponsorship agreement with Sony Corporation.

Nishikori, 18, will endorse a wide range of Sony electronics products. In addition, the Japanese-born tennis player will wear a Sony logo on his right sleeve during official competition. Nishikori currently has worldwide endorsement agreements with Adidas and Wilson.

#### **About Kei Nishikori**

Kei Nishikori was born in Shimane, Japan. In 2003, he began training at the IMG/Nick Bollettieri Tennis Academy in Bradenton, Florida. He was sponsored by the Masaaki Morita Tennis Fund, an organization founded by former Sony Life Insurance CEO, Masaaki Morita, to train and nurture aspiring Japanese tennis players at the IMG/Bollettieri Tennis Academy.

In 2007, Nishikori turned professional. This February he won his first ATP final at the International Tennis Championships in Delray Beach, making him the first Japanese player since Shuzo Matsuoka in 1992 to win a title on the ATP Tour. This title also made him the youngest winner of a tour title since 1998.

In April, Nishikori became a member of the Japanese Davis Cup Team and the youngest player in the history of Japan to win a match in Davis Cup Competition. He continues to live and train at the IMG/Bollettieri Tennis Academy.

Nishikori's management team is led by IMG Tennis' Olivier van Lindonk.

#### **About Sony**

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$70 billion for the fiscal year ended March 31, 2007. Sony Global Web Site: <http://www.sony.net/>.

**About IMG**

IMG is the world's premier sports, entertainment and media enterprise.

Operating in 30 countries, IMG's diverse businesses include: consulting services; event ownership and management; fashion events and models representation; licensing; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic sports and action sports. IMG Academies are the world's largest and most advanced multi-sport training and educational facilities, delivering world-class sports training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year.

Forstmann Little & Co. purchased IMG in 2004.

More information about IMG is available at [www.imgworld.com](http://www.imgworld.com).

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