



Sony Ericsson  
make.believe

Press release

## Sony Ericsson brings refreshed brand to Qatar to kick off the 2009 Sony Ericsson Championships

Sony Ericsson continues to roll out its realigned brand, showcasing the interactive, playful and innovative spirit underpinning its commitment to the make.believe philosophy

Doha, Qatar – October 26, 2009 – Following Sony Ericsson’s brand re-launch in September, the first refresh in three years, the company today brings its new identity to the Sony Ericsson Championships, Doha 2009 – the first outing for the refreshed brand at a major, global event. The prestigious, season-ending tennis tournament to the 2009 Sony Ericsson Women’s Tennis Association Tour sees the top eight female, singles players and top four female, doubles teams fight it out to be crowned with the sought-after Championships title and a share of the record USD \$4.55 million prize fund.

This is the second time the Championships have come to Doha, but the first time Sony Ericsson’s new brand identity has been used at a global event. The Championships embody the dynamic, exciting and colourful new brand and is the perfect platform to demonstrate the newly adopted ‘make.believe’ brand message instigated and used by Sony and its group of companies. ‘make.believe’ represents a coming together of communication and entertainment, standing for creativity and the ability to make dreams possible. The ‘make.believe’ strap line is used in all consumer communication in order to reinforce Sony Ericsson’s entertainment credentials and collaboration with the Sony Group.

“Our new brand and values of innovation, energy and openness demonstrate our continuing commitment to transformation and the ongoing move towards a more playful and open culture” said Lennard Hoornik, head of global marketing, Sony Ericsson. “The 2009 Sony Ericsson Championships is a perfect platform to showcase our new brand values and philosophy to our consumers.”

Throughout 2009, Sony Ericsson has continued to 'make.believe' through a series of spectacular stunts to celebrate various tournaments such as Traffic Tennis for the Sony Ericsson Open in Miami, Underground Tennis at the Madrid Open and Street Tennis at the Rogers Cup in Toronto.

#### Legal

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#### About Sony Ericsson

*Sony Ericsson is a 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision is to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: [www.sonyericsson.com](http://www.sonyericsson.com).*

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