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Dear Senators Markey, Blumenthal, and Van Hollen:

Thank you for your April 15 letter sent to Sony Corporation regarding the entertainment industry and youth tobacco use. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation with responsibility for motion picture, television and digital production, acquisition and distribution and in light of the nature of your inquiries, we have been asked to respond on the Company's behalf.

We share your concern about the important issue of underage smoking and have taken measures both individually and collectively with other members of the film industry regarding the adoption of responsible practices relating to youth exposure to smoking imagery on screen.

As a content producer, SPE takes very seriously its commitment to reduce tobacco depictions in its films. Since 2012, we have operated under a standard protocol to identify, and where appropriate and feasible, eliminate portrayals of tobacco. In accordance with this protocol, youth-rated films produced and distributed by SPE in the United States do not feature depictions of tobacco use unless there is a compelling creative justification and even where SPE has limited influence such as in the case of acquired and co-produced films SPE discourages depictions of tobacco use. In addition, SPE does not enter into product placement arrangements in connection with the depiction of tobacco products.

For your convenience, I have attached a full copy of our policy, which can also be found on our website.

In your letter, you asked our thoughts on requiring an R or TV-MA rating for any future content that contains any tobacco imagery. In our view mandating an R or TV-MA rating for all content that depicts smoking without weighing factors such as full context, historical mores, frequency, and glamorization would obfuscate the entirety of an expressive work.

The Classification and Ratings Administration (CARA) board has, for more than fifty years, successfully provided information to parents and guardians to allow them to make well informed decisions relating to the appropriateness of the particular content. Ratings determinations take into account a multitude of, elements that

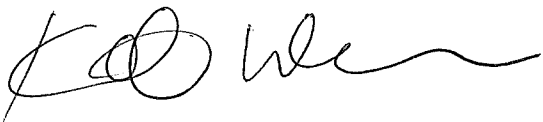
make up the relevant audio-visual work including depictions of smoking. CARA weighs tobacco related images, including e-cigarettes, when determining the rating for a movie. To insure transparency, tobacco-specific descriptors are featured side by side with a movie's rating. Sony Pictures continues to support the use of the smoking descriptor in the MPAA rating system.

You also inquired about tobacco depiction on scripted shows offered over our content services. SPE is an independent studio and unlike certain vertically integrated entertainment companies does not own a U.S. broadcast network. Our U.S. ownership interest is comprised of operation of several U.S. cable/satellite channels, including Game Show Network, a joint venture with AT&T. The scripted film content produced by Sony Pictures for broadcast on these channels following the establishment of our assessment process complies with our policy.

As you note in your letter, new technologies have transformed the traditional media landscape and enabled business models that allow consumers to access to high-quality content where, when, any on any device they want. Consumer expectations have evolved and there are more options now to enjoy the age-appropriate entertainment of their choosing. As a leading independent content producer, we understand this well and provide our content to a multitude of networks and platforms. We value voluntary efforts by those who broadcast our content to ensure consumers can make informed choices as they enjoy our content on those broadcast, cable, satellite and streaming channels.

Thank you again for reaching out. SPE is committed to continue its good faith actions to minimize tobacco depictions in youth-rated films. We are proud of our efforts to date and we pledge to remain vigilant about this important issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith Weaver". The signature is fluid and cursive, with a large initial "K" and "W".

Keith Weaver

Executive Vice President, Global Policy and External Affairs

Sony Pictures Entertainment

Sony Pictures Entertainment Tobacco Policy

Sony Pictures Entertainment (SPE) is committed to reducing depictions of tobacco use in the films produced by the company or any wholly-owned film division.

SPE has adopted a standard protocol to identify, and where appropriate and feasible, eliminate portrayals of tobacco use.

In particular, there will be a working presumption that youth-rated films produced and distributed in the United States shall not feature depictions of tobacco use unless there is a compelling creative justification that may include, but is not limited to, factors such as historical accuracy or an important tie to the creative context of the project and vision of the filmmaker.

SPE will continue its existing policy of not entering into product placement arrangements in connection with the depiction of tobacco products. As part of the commitment to this long-standing ban, SPE will, on a going forward basis, indicate in the end credits of films with tobacco depictions that no product placement arrangement was made.

With regard to film acquisitions, co-productions, and films produced and distributed outside of the United States, Sony Pictures Entertainment may have limited influence over the content. In these instances, SPE will discourage depictions of tobacco use where reasonable and practical.

And finally, Sony Pictures Entertainment strongly supports the continued use of a smoking descriptor in a youth-rated film's MPAA rating so that consumers can make an informed choice when deciding whether a film is appropriate