



PRESS RELEASE

BLU-RAY DISC ASSOCIATION WELCOMES SUN MICROSYSTEMS AS NEWEST BOARD MEMBER

*Sun's Java Technology Boosts the Many Interactive Features that Set Blu-ray Disc Apart
as a Revolutionary Step in Home Entertainment*

BERLIN – AUGUST 31, 2006 – The Blu-ray Disc Association (BDA) today announced that Sun Microsystems, the creator and leading advocate of Java (TM) technology, has joined the consortium's Board of Directors.

Sun joins the growing list of computing, consumer electronics, media, manufacturing, gaming and entertainment companies supporting the Blu-ray Disc platform.

“Blu-ray Disc offers a compelling, interactive entertainment and gaming platform that leaps substantially past current DVD standards,” said Alan Brenner, Vice President, Mobility Group of Sun Microsystems. “We look forward to playing a key role in supporting Blu-ray Disc's inclusion of the Java platform to provide a unique set of interactive capabilities that will create new opportunities for content vendors who use Blu-ray Disc for their movies, games or other content.”

“Sun's announcement today is another example of the tremendous support for Blu-ray Disc,” said Victor Matsuda, Chairman of the Blu-ray Disc Association's Global Promotion Committee and Vice President of Sony Corporation of America's Blu-ray Disc Group. “Sun has already played a key role in the powerful new interactive features that set Blu-ray apart, and we look forward to working with them as we bring this revolutionary new disc format to consumers.”

About Blu-ray Disc: Blu-ray Disc is a next-generation optical disc format being developed for high-definition video and high-capacity software applications. A single-layer Blu-ray Disc will hold up to 25 gigabytes of data and a double-layer Blu-ray Disc will hold up to 50 gigabytes of data.

About the Blu-ray Disc Association: The Blu-ray Disc Association (BDA) is responsible for establishing format standards and promoting and further developing business opportunities for Blu-ray Disc -- the next-generation optical disc for storing high-definition movies, games, photos and other digital content. The BDA has more than 170 members. Its Board of Directors consists of Apple, Dell Inc.; HP; Hitachi, Ltd.; LG

Electronics Inc.; Mitsubishi Electric Corporation; Panasonic (Matsushita Electric); Pioneer Corporation; Royal Philips Electronics; Samsung Electronics Co., Ltd.; Sharp Corporation; Sony Corporation; TDK Corporation; Thomson; Twentieth Century Fox; Walt Disney Pictures and Television and Warner Bros. Entertainment.

About Sun Microsystems, Inc.:

A singular vision -- "The Network Is The Computer"[tm] -- guides Sun in the development of technologies that power the world's most important markets. Sun's philosophy of sharing innovation and building communities is at the forefront of the next wave of computing: the Participation Age. Sun can be found in more than 100 countries and on the Web at sun.com.

/Copyright 2006 Sun Microsystems, Inc. All rights reserved. Sun, Sun Microsystems, the Sun logo, Sun Fire and The Network Is The Computer are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries. AMD and Opteron are trademarks or registered trademarks of Advanced Micro Devices, Inc./**

For media inquiries, contact:

Blu-ray Disc Association

Sue Ellen Schaming, Blanc & Otus

(Tel) +415-856-5129 (email) sschaming@blancandotus.com