

Sony offers incentives for TV recycling

Sony Electronics Inc. is giving its customers an incentive to recycle their old televisions.

Until March 15, it will give a \$100 coupon toward the purchase of a new Sony high-definition television for every television recycled through its recycling program, which it started Sept. 15.

Sony is the first television manufacturer to launch a nationwide recycling program. Under its partnership with WM Recycle America LLC, Houston-based Waste Management Inc.'s recycling arm, consumers can recycle all Sony-branded products for free at 75 WM Recycle America drop-off centers across the nation.

Ultimately, the partners plan to have enough locations so there is one within 20 miles of 95 percent of the U.S. population.