

**SFH's Statement on Report Carried in the Nihon Keizai Shimbun (September 16)**

Tokyo, September 16, 2005 – The Nihon Keizai Shimbun today reported that Sony Corporation is considering a sell-off its financial unit, the Sony Financial Holdings Group (Sony Financial Holdings Inc., Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc.).

As announced today by Sony Corporation (“Sony”), a 100% shareholder of Sony Financial Holdings Inc. (“SFH”), this report is mistaken.

Sony and SFH have already disclosed the plan of SFH’s IPO in the future and this position has not changed. We deeply regret that this incorrect article gave the impression that Sony is presently planning to sell off the SFH Group.

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