

Regarding Plans for SFH's Public Listing

Tokyo, September 22, 2005 -- Sony Financial Holdings Inc. ("SFH"), a financial holding company that has Sony Life Insurance Co., Ltd. ("Sony Life"), Sony Assurance Inc. ("Sony Assurance") and Sony Bank Inc. ("Sony Bank") under its umbrella, is preparing for the public listing of its shares.

As announced today by Sony Corporation ("Sony"), the 100% shareholder of SFH, Sony and SFH have revised the planned timing of SFH's public listing from the originally scheduled fiscal 2006 to some point in fiscal 2007 or beyond, as the companies deem appropriate. While each of SFH's subsidiaries —Sony Life, Sony Assurance and Sony Bank— has posted steady business growth, taking into account recent changes in the financial business environment and the growth strategies of SFH Group companies, we believe that postponing the share listing will result in a fairer valuation by the capital markets.

Sony and SFH assume that Sony will remain SFH's majority shareholder even after its public listing.

SFH will provide additional details of its public listing plans as these details become available.

The SFH Group continues to endeavor to become one of the most trusted financial services groups.

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