

**Announcement of New Management Team**

Tokyo, June 14, 2007 – Sony Financial Holdings Inc. (“SFH”) today announced that SFH has decided the following candidates for new management team, subject to the approval of the Ordinary General Meeting of Shareholders and the Board of Directors Meeting to be held on June 29, 2007.

**1. Changes to the Member of the Board Scheduled for June 29, 2007:****Director**

Newly Appointed:

Ryoji Chubachi (Current Position: Director, Representative Corporate Executive Officer,  
President and Electronics CEO of Sony Corporation)

Yasushi Ikeda (Current Position: Attorney and Partner, Miyake Imai & Ikeda)

Resign:

Kunitake Ando

**Statutory Auditor**

Newly Appointed:

So Sato (Current Position: General Manager, Audit Department of Sony  
Financial Holdings Inc.)

\*Kunitake Ando is to continue to serve as Chairman and Director of Sony Life Insurance Co., Ltd.

## **2. New Management Team as of June 29, 2007:**

| <b>Title</b>  | <b>Name</b>        | <b>Positions at Sony Corporation and the SFH Group*</b>   |
|---|--------------------|---|
| President<br>Representative Director                | Teruhisa Tokunaka  | Director of Sony Bank Inc.  |
| Executive Vice President<br>Representative Director | Hiromichi Fujikata | Director of Sony Life Insurance Co., Ltd.<br>Director of Sony Assurance Inc.  |
| Director  | Taro Okuda         | President and Representative Director of Sony Life Insurance Co., Ltd.  |
| Director  | Shinichi Yamamoto  | President and Representative Director of Sony Assurance Inc.  |
| Director  | Shigeru Ishii      | President and Representative Director of Sony Bank Inc.   |
| Director  | Ryoji Chubachi     | Director, Representative Corporate Executive Officer, President and Electronics Chief Executive Officer of Sony Corporation |
| Director  | Nobuyuki Oneda     | Executive Vice President, Chief Financial Officer, and Corporate Executive Officer of Sony Corporation                      |
| Director  | Yasushi Ikeda      |   |
| Standing Statutory Auditor                          | Hiroshi Sano       | Statutory Auditor of Sony Life Insurance Co., Ltd.<br>Statutory Auditor of Sony Assurance Inc.                              |
| Statutory Auditor                                   | Takemi Nagasaka    | Senior General Manager, Accounting Division of Sony Corporation   |
| Statutory Auditor                                   | Hiroshi Ueda       | Standing Statutory Auditor of Sony Bank Inc.  |
| Statutory Auditor                                   | Masahiro Kodama    | Standing Statutory Auditor of Sony Assurance Inc.<br>Statutory Auditor of Sony Life Insurance Co., Ltd.                     |
| Statutory Auditor                                   | So Sato            | Standing Statutory Auditor of Sony Life Insurance Co., Ltd.   |

\*The SFH Group indicates SFH, Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. Positions at Sony Corporation, Sony Life Insurance Co., Ltd., Sony Assurance Inc., and Sony Bank Inc. are subject to the approval of each company's General Meeting of Shareholders and Board of Directors Meeting to be held on June 21, June 29, June 22, and June 28, 2007, respectively.

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