

**Notice Regarding Loan Transaction Stock Selection**

Tokyo, April 25, 2008—Sony Financial Holdings Inc. announced today that its stocks have been selected as loan transaction stocks. Its stocks have already been selected as Tokyo Stock Exchange 1st selection's marginable stocks.

Due to the loan transaction stock selection for this occasion, we believe that revitalization of buying and selling as well as fair share value formation will be further promoted through the improvements of liquidity and supply-demand relations of its stocks.

In all, we appreciate your continuing support for our activities.

1. Selection Announcement Date: April 25, 2008
2. Selection Date: May 7, 2008

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Website of Sony Financial Holdings Inc.

[http://www.sonyfh.co.jp/index\\_en.html](http://www.sonyfh.co.jp/index_en.html)