

Sony Financial Holdings Obtains AA- Ratings from R&I

Sony Financial Holdings today announced its first-time receipt of an AA- (outlook: stable) issuer rating from Rating and Investment Information, Inc. ("R&I"), as of October 1, 2008. Sony Financial Holdings also received its first credit rating since inception.

Each company in the Sony Financial Holdings Group has steadily expanded its business since the start of its operations, and Sony Financial Holdings recognizes the importance of maintaining healthy financial soundness as well as growth. One reason for obtaining credit ratings is to establish a structure whereby Sony Financial Holdings can respond expeditiously as financing needs arise.

Within the Sony Financial Holdings Group, R&I has assigned a rating of AA to Sony Life Insurance Co., Ltd., for its insurance claims paying ability.
(As of October 1, 2008)

Reference: Definition of R&I's Rating Symbols

AAA	The highest credit quality. It is also accompanied by many other excellent factors.
AA	The credit quality is very high. It is also accompanied by excellent factors.
A	The credit quality is high. It is also accompanied by some excellent factors.
BBB	The credit quality is satisfactory, but there are factors that may be vulnerable to environmental changes.
BB	No urgent problem in the credit quality, but there are factors that are vulnerable to environmental changes and require full attention.
B	The credit quality has some problems, and there are factors that require a constant attention.
CCC	In default, or the possibility of default is high. For the obligation that has fallen into default, recovery may be limited.
CC	In default, or the possibility of default is extremely high. For the obligation that has fallen into default, recovery is limited at a low level.
C	In default, and there is practically no prospect of recovery.

Plus (+) and minus (-) signs

Plus (+) and minus (-) signs may be added to ratings symbols within a range from AA to CCC to indicate their relative standing within each category. The signs may also be added to CC rating as well in case such ratings reflect the subordinated character of the debt.

For inquiries:

Masaaki Konoo / Kayoko Miyako
Sony Financial Holdings Inc.
Corporate Communications & Investor Relations Department
Tel: 81-(0)3-5785-1074

Website of Sony Financial Holdings Inc.: <http://www.sonyfh.co.jp/english/>