

Announcement of Executive Appointment

Tokyo, February 27, 2009— At a meeting held today, the Board of Directors of Sony Financial Holdings resolved to elect the following candidate as a director, subject to the approval of the next Ordinary General Meeting of Shareholders scheduled to be held in late June, 2009.

Director

Newly Appointed:

Katsumi Ihara

(Current Position: Member of the Board, Representative Corporate Executive Officer,
Executive Deputy President, Sony Corporation)

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