

**Announcement of Shelf Registration
Arrangement for Corporate Bond Issues**

Sony Financial Holdings (“SFH”) today announced that it has set up a shelf registration arrangement for the issuance of corporate bonds, as described below.

Each company in the SFH Group has steadily expanded its business since its start of operations, and SFH recognizes the importance of maintaining healthy financial soundness as well as growth. One reason for arranging for the shelf registration of corporate bonds is to establish a structure whereby SFH can respond expeditiously as financing needs arise.

SFH has obtained an AA- (outlook: stable) issuer rating from Rating and Investment Information, Inc. (“R&I”), but has not obtained a preliminary rating on corporate bonds for this shelf registration.

Outline of Shelf Registration for the Issue of Corporate Bonds

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|---------------------------|---|
| 1. Type of Securities: | Corporate bonds |
| 2. Issue Period: | From April 18, 2009, to April 17, 2011 |
| 3. Total Issuance Amount: | ¥40 billion |
| 4. Use of Proceeds: | Loans and investments for SFH’s subsidiaries,
such as Sony Bank Inc. |

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