

Announcement of Changes in Representative Directors and New Management Team

Tokyo, May 14, 2009—At the Board of Directors Meeting held today, Sony Financial Holdings Inc. (“SFH”) named candidates for election to the position of Director and Statutory Auditor as well as resolved the proposed changes in Representative Directors as stated below.

The selections are subject to the approval of the Ordinary General Meeting of Shareholders as well as the Board of Director Meetings both to be held on June 23, 2009.

1. Changes in Representative Directors

(1) Reason for the change

In line with business expansion of the SFH Group, SFH aims to enhance the group management by increasing the number of Representative Directors to three.

(2) Changes

Name	Newly Appointed Position	Current Position
Katsumi Ihara	Executive Vice President and Representative Director	Corporate Executive, and Executive Deputy President of Sony Corporation

(3) Date of appointment

June 23, 2009

(4) Biography of the newly appointed Representative Director

Katsumi Ihara

May 1981	Entered Sony Corporation
June 1997	Corporate Vice President, Sony Corporation
June 2000	Corporate Executive Vice President, Sony Corporation
October 2001	Group Executive Officer, Sony Corporation President, Sony Ericsson Mobile Communications AB
June 2004	Executive Deputy President and Group CSO (Chief Strategy Officer) & CFO (Chief Financial Officer), Corporate Executive Officer, Sony Corporation
June 2005	Executive Deputy President, Representative Corporate Executive Officer, Member of the Board, Sony Corporation
April 2009	Executive Deputy President, Corporate Executive, Sony Corporation (present)

2. New Management Team as of June 23, 2009

Title	Name	Positions at Sony Corporation and the SFH Group*
President Representative Director	Teruhisa Tokunaka	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc.
Executive Vice President Representative Director	Hikomichi Fujikata	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. Director of Sony Bank Inc.
Executive Vice President Representative Director	Katsumi Ihara (Newly appointed)	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. Director of Sony Bank 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, CEO and Representative Director of Sony Bank Inc.
Director	Nobuyuki Oneda	Chief Financial Officer and Executive Deputy President, Representative Corporate Executive Officer and Director of Sony Corporation
Director	Yasushi Ikeda	
Director	Ryuji Yasuda	Outside Director of Sony Corporation
Standing Statutory Auditor	Hiroshi Sano	Statutory Auditor of Sony Life Insurance Co., Ltd. Statutory Auditor of Sony Assurance Inc.
Statutory Auditor	Takemi Nagasaka	Vice President and Senior General Manager, Accounting Division of Sony Corporation
Statutory Auditor	Hiroshi Ueda	Standing Statutory Auditor of Sony Bank Inc.
Statutory Auditor	So Sato	Standing Statutory Auditor of Sony Life Insurance Co., Ltd.
Statutory Auditor	Takatoshi Yajima	Standing Statutory Auditor of Sony Assurance Inc. Statutory Auditor of Sony Life Insurance Co., Ltd.

- Notes: 1. The SFH Group here indicates SFH, Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. Positions at Sony Life Insurance Co., Ltd., Sony Assurance Inc., Sony Bank Inc. and Sony Corporation are subject to the approval of each company's General Meeting of Shareholders and Board of Directors Meeting to be held on June 29, June 22, June 18, and June 19, 2009, respectively.
2. For the year ending March 31, 2010, all of the five statutory auditors above are in their own term of office, stipulated by the Companies Act in Japan.

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