

May 21, 2009

 Sony Financial Holdings Inc.
 (Code No. 8729 TSE 1st section)

Information Pertaining to Controlling Shareholders

Tokyo, May 21, 2009—Sony Financial Holdings Inc. (“SFH”) today announced information pertaining to its controlling shareholders, in accordance with the Securities Listing Regulations of the Tokyo Stock Exchange.

1. Name of Controlling Shareholders

(As of March 31, 2009)

Name	Relationship	Parent Company’s Percentage Ownership	Securities Exchanges where Shares Issued by the Controlling Shareholders are Listed
Sony Corporation	Parent company	60% (Direct ownership)	Tokyo Stock Exchange Osaka Securities Exchange New York Stock Exchange (United States) London Stock Exchange (United Kingdom)

2. Position of SFH within Parent Company’s Corporate Group and other Parent Company Relationships

1) Position of SFH within Parent Company’s Corporate Group as well as Transactions, Personnel and Capital Relationships with Parent Company and Its Group Companies

Sony Financial Holdings, a financial holding company having under its umbrella Sony Life Insurance Co., Ltd., Sony Assurance Inc., Sony Bank Inc., and other companies, is a subsidiary of Sony Corporation and belongs to “the Sony Group,” a corporate group in which Sony Corporation is the parent company. As of March 31, 2009, the Sony Group conducts business in the electronics, game, pictures, financial services, and other fields. “The SFH Group,” a corporate group in which SFH is the parent company, is included in the Sony Group’s Financial Services segment*.

*In addition to the SFH Group, Sony Finance International Inc., which engages mainly in a leasing and credit financing business, is included in the Financial Services segment of Sony Corporation. Sony Finance International Inc. does not belong to the SFH Group.

With regard to personnel relationships as of March 31, 2009, three executives/employees of Sony Corporation have been assigned director or statutory auditor positions in SFH. In addition, four employees of Sony Corporation have been sent on loan to work as SFH employees.

(Concurrent Positions Held by Directors or Statutory Auditors)

(As of March 31, 2009)

Position	Name	Position at Sony Corporation	Reason for Assignment
Sony Financial Holdings Inc. Director (Non-executive)	Nobuyuki Oneda	Executive Vice President, Chief Financial Officer and Corporate Executive Officer *	To receive general management advice
Sony Financial Holdings Inc. Director (Non-executive)	Ryuji Yasuda	Outside Director, Member of the Audit Committee	To receive general management advice

Sony Financial Holdings Inc. Statutory Auditor (Non-executive)	Takemi Nagasaka	Vice President, Senior General Manager, Accounting Division	To strengthen the auditing function
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In addition, three employees of Sony Corporation have been assigned statutory auditor positions in SFH's consolidated subsidiaries. Also, one Sony Corporation employee has been sent to work on loan at Sony Life Insurance Co., Ltd., and three to work on loan at Sony Bank Inc.

(Concurrent Positions Held by Statutory Auditors)

(As of March 31, 2009)

Position	Name	Position at Sony Corporation	Reason for Assignment
Sony Assurance Inc. Statutory Auditor (Non-executive)	Yoshiki Matsuyama	General Manager, Accounting Department, Accounting Division	To strengthen the auditing function
Sony Bank Inc. Statutory Auditor (Non-executive)	Hidemichi Takenaka	Planning Manager, International Tax Planning Section, Planning and Administration Department, Accounting Division	To strengthen the auditing function
Sony Bank Inc. Statutory Auditor (Non-executive)	Junichi Yoshikawa	Consolidation Accounting Manager, Consolidation Accounting Department, Accounting Division	To strengthen the auditing function

Each of the SFH Group companies has entered into royalty agreements with Sony Corporation pursuant to use of the "Sony" trademark and trade name. Based on each separate royalty agreement, each of the subsidiaries of SFH is required to pay Sony Corporation a fee as compensation for its use of the "Sony" trademark and trade name. Although SFH has also entered into a separate royalty agreement with Sony Corporation, as the pure holding company of the SFH Group, it is not required to pay any fee to Sony Corporation for the use of the "Sony" trademark and trade name.

2) Limitations, Risks and Advantages from an Operational Standpoint of Belonging to the Parent Company's Corporate Group, as well as the Impact on Management and Operational Activities of SFH, Owing to Its Transactions, Personnel and Capital Relationships with the Parent Company and Its Group Companies

Each subsidiary of SFH pays Sony Corporation a fee, calculated according to the formula set forth in each separate royalty agreement, as compensation for its use of the "Sony" trademark and the trade name. SFH does not believe that the amount of the relevant transactions based on the royalty agreements have any fundamental impact on the SFH Group's management policies or foundation. SFH believes that the SFH Group's identification with the Sony Group and the use of the "Sony" trademark and trade name have contributed to the SFH Group's brand awareness, enhancement of its trustworthiness and elevation of the SFH Group employees' morale. Sony Corporation, as it holds 60% of voting rights in SFH, is in a position to influence resolution items at SFH's General Ordinary Meetings of Shareholders.

3) Considerations and Policies with Regard to Achieving a Certain Degree of Independence from the Parent Company, Given the Limitations of Belonging to the Parent Company's Corporate Group, as well as the Impact on Management and Operational Activities of SFH, Owing to Its Transactions, Personnel and Capital Relationships with the Parent Company and Its Group Companies

Because the SFH Group's business operation has few connections with the Sony Group's core businesses such as electronics, games and entertainment and the SFH Group operates its business primarily in accordance with the Insurance Business Law and the Banking Law, under the supervision of the Financial Services Agency ("FSA") of Japan, SFH believes that the SFH Group has conducted its business while maintaining a high degree of independence from the Sony Group. In addition, Sony Corporation, which has obtained approval from the FSA to remain a major shareholder of SFH, recognizes and respects SFH's corporate philosophy.

Regarding personnel relations, as concurrent director and statutory auditor positions stem from the SFH Group's own requests, SFH believes that its management decisions are made on an independent basis. Furthermore, from the standpoint of enhancing its independence the SFH Group has also appointed directors and statutory auditors from outside of the Sony Group. No employees sent on loan from the parent company are assigned to important positions from the standpoint of management and the execution of operations.

4) Status of Efforts to Ensure a Certain Degree of Independence from the Parent Company

The SFH Group conducts its operations independently, based on its own management policies and strategies, while it maintains the cooperative relationships with the Sony Group. SFH believes that the SFH Group has secured a certain degree of independence from Sony Corporation because it operates in fields of business that differ from those of the Sony Group.

3. Transactions with the Controlling Shareholders

For transactions between SFH and its parent company, Sony Corporation, please refer to pages 28 through 30, described in SFH's press releases regarding its financial results for the year ended March 31, 2009, which were announced on May 14, 2009.

4. Compliance with Policies for the Protection of Minority Shareholders in Transactions with Controlling Shareholders

In conducting transactions with Sony Corporation, its controlling shareholder, SFH confirms the need for such transactions and confirms that these transactions are performed at arm's length in the manner of transactions conducted during the ordinary course of business with third parties.

For inquiries:

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http://www.sonyfh.co.jp/index_en.html