

**Revision of Consolidated Financial Forecast for the Year Ending March 31, 2010  
(Prepared in Accordance with Japanese GAAP)**

Tokyo, July 30, 2009—Sony Financial Holdings Inc. (“SFH”) today announced its revised consolidated financial forecast for the six months ending September 30, 2009 (April 1, 2009, through September 30, 2009), as indicated below. The previous forecast was announced on May 14, 2009. SFH’s consolidated financial forecast for the year ending March 31, 2010 (April 1, 2009, through March 31, 2010), remains unchanged.

**1. Revised Consolidated Financial Forecast for the Six Months Ending September 30, 2009  
(April 1, 2009, to September 30, 2009)**

(Billions of yen)

	Ordinary revenues	Ordinary profit	Net income
Formerly announced forecast (A)	¥ 437.0	¥ 20.0	¥ 10.0
Updated forecast (B)	¥ 456.0	¥ 27.0	¥ 14.0
Amount of change (B-A)	¥ 19.0	¥ 7.0	¥ 4.0
Percentage change	+ 4.3%	+ 35.0%	+ 40.0%
(Reference) Results for the six months ended September 30, 2008	¥420.0	¥22.4	¥12.1

**2. Principal Reasons for Consolidated Financial Forecast Revisions**

During the three months ended June 30, 2009, investment income exceeded our forecast, boosted by a relatively favorable financial market environment, while insurance claims and other payments were lower in the life insurance business. We revise our consolidated financial forecast for the six months ending September 30, 2009, to reflect these first-quarter results.

We have not revised our consolidated financial forecast for the year ending March 31, 2010, owing to uncertainty in the financial market environment, despite the growing perception that Japanese business sentiment has nearly bottomed out.

The above-mentioned consolidated forecast is based on information currently available to us. Therefore, the figures stated above may differ from actual results for a variety of reasons.

We plan to announce consolidated financial results for the first quarter ended June 30, 2009, on August 11, 2009.

SFH’s consolidated results\* are prepared in accordance with accounting principles and practices generally accepted in Japan. As such, these figures differ in significant respects from financial information reported by SFH’s parent company, Sony Corporation, which prepares its financial statements in accordance with accounting principles and practices generally accepted in the United States.

\*The SFH’s scope of consolidation includes Sony Financial Holdings Inc., Sony Life Insurance Co. Ltd., Sony Life Insurance (Philippines) Corporation, Sony Assurance Inc., Sony Bank Inc., Sony Bank Securities Inc. and AEGON Sony Life Planning Co., Ltd., as an affiliated company accounted for under the equity method.

On July 30, 2009, Sony Corporation will announce its consolidated financial results for the first quarter ended June 30, 2009. SFH Group companies constitute the majority of Sony Group’s Financial Services segment. However, the scope of Sony Group’s Financial Services segment differs from the scope of SFH’s consolidated results. For the scope of Sony Group’s Financial Services segment, please refer to the July 30, 2009, news release by Sony Corporation.

Forward-looking statements may include—but are not limited to—statements using words such as “believe,” “anticipate,” “plan,” “strategy,” “expect,” “forecast,” “predict,” “possibility” that describe future operating activities, financial performance, events or conditions.

Forward-looking statements, whether spoken or written, are based on judgments made by the management of the SFH Group based on information that is currently available to it. As such, forward-looking statements are subject to various risks and uncertainties, and actual results may vary substantially from those expressed or implied in forward-looking statements. Consequently, investors are cautioned not to place undue reliance on forward-looking statements. The SFH Group disclaims any obligation to revise forward-looking statements in light of new information, future events or other findings.

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