

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

Tokyo, February 4, 2010—Sony Financial Holdings Inc. (“SFH”) today announced its revised consolidated financial forecast for the year ending March 31, 2010 (April 1, 2009, through March 31, 2010), as indicated below. The previous forecast was announced on October 30, 2009.

1. Revised consolidated financial forecast for the year ending March 31, 2010

(April 1, 2009, to March 31, 2010)

(Billions of yen)

	Ordinary revenues	Ordinary profit	Net income
Formerly announced forecast (A)	944.0	64.0	36.0
Updated forecast (B)	962.0	81.0	45.0
Amount of change (B-A)	18.0	17.0	9.0
Percentage change (%)	1.9%	26.6%	25.0%
(Reference) Results for the year ended March 31, 2009	860.3	34.2	30.7

2. Principal reasons for consolidated financial forecast revisions

During the nine months ended December 31, 2009, insurance claims and other payments were lower than our forecast, while investment income exceeded it in the life insurance business. SFH hereby revises upward its consolidated financial forecast for the year ending March 31, 2010, reflecting operating performance for the nine months ended December 31, 2009, as well as expected increases of investment income from the fourth quarter, resulting from the continuous purchase of ultralong-term bonds in the life insurance business.

Although our preparation of financial results for SFH and the SFH Group is not yet complete, 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 nine months ended December 31, 2009, on February 12, 2010.

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 Insurance Co., Ltd. (previously: AEGON Sony Life Planning Co., Ltd), as an affiliated company accounted for under the equity method.

On February 4, 2010, Sony Corporation will announce its consolidated financial results for the third quarter ended December 31, 2009. The 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 February 4, 2010, 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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