

Establishment of Sony Financial Holdings Inc.*First Interim Financial Holding Company in Japan to Cover Life Insurance, Non-life Insurance and Banking*

Tokyo, April 1, 2004 – Based on approval granted by the Financial Services Agency in Japan on March 30, 2004, Sony Financial Holdings Inc. (“SFH”) was established today.

Comprising Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc., the SFH Group will integrate varied financial functions including savings, investment, borrowing and protection, and offer individual customers high added-value products and high-quality services.

1. Name: Sony Financial Holdings Inc.

(a holding company for Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc.)

2. Main Office: Shin-Aoyama Bldg. East, 1-1-1 Minami Aoyama, Minato-ku, Tokyo, Japan

3. Established: April 1, 2004

4. Common Stock : ¥0.5 billion

5. Shareholder: Sony Corporation 100%

6. Directors and Statutory Auditors:

Chairman and President, Representative Director Tamotsu Iba

(Advisor to Sony Corporation, Director of Sony Bank Inc.)

Executive Vice President, Representative Director Hiromichi Fujikata

(Director of Sony Life Insurance Co., Ltd.)

Director Shinji Sugiyama (Director of Sony Bank Inc.)

Director Nobuyuki Idei (Chairman and Representative Corporate Executive Officer of Sony Corporation)

Director Teruhisa Tokunaka

(Executive Deputy President and Representative Corporate Executive Officer of Sony Corporation)

Director Akiyoshi Kawashima (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 and Representative Director of Sony Bank Inc.)

Standing Statutory Auditor Hiroshi Sano

Statutory Auditor Takemi Nagasaka

(Senior General Manager, Accounting Department of Sony Corporation)

Statutory Auditor Hiroshi Ueda (Standing Statutory Auditor of Sony Bank Inc.)

Statutory Auditor Masamitsu Kaneda (Standing Statutory Auditor of Sony Assurance Inc.)

For inquiries:

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Website of Sony Financial Holdings Inc.: <http://www.sonyfh.co.jp/english/>