

Announcement of Executive (Representative Director) Appointments

Tokyo, June 22, 2004 – Sony Financial Holdings Inc. (“SFH”) today announced that it has determined the new management structure as follows:

As of June 23, 2004

Chairman and Director	Tamotsu Iba	(Advisor to Sony Corporation, Director of Sony Bank Inc.)
President and Representative Director	Teruhisa Tokunaka	(Director of Sony Corporation, Director of Sony Life Insurance Co., Ltd.)

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