

**Announcement of Executive Appointments**

Tokyo, June 6, 2005 – Sony Financial Holdings Inc. (“SFH”) today announced that SFH has decided the following candidates for new management team at the Board of Directors meeting held today. The selections are subject to the approval of the General Meeting of Shareholders of SFH to be held on June 27, 2005.

Changes to the Board of Directors Scheduled for June 27, 2005:

Position at Sony Corporation (as of June 6, 2005)

Newly Appointed

Chairman and Representative Director	Kunitake Ando:	President, Representative Corporate Executive Officer
Director	Katsumi Ihara:	Executive Deputy President, Corporate Executive Officer

Change

(Old) Chairman and Director	Tamotsu Iba	Advisor
(New) Director		

Retire

Director	Nobuyuki Idei	Chairman, Representative Corporate Executive Officer
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The candidates for Directors and Statutory Auditors for SFH as of June 27, 2005 are attached.

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For inquiries:

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

## Attachment

Candidates for Directors and Statutory Auditors of SFH as of June 27, 2005 are as follows:

Title	Name	Positions at Sony Corporation and the SFH Group*
Chairman Representative Director	Kunitake Ando	Advisor to Sony Corporation (as of June 22, 2005) Chairman and Director of Sony Life Insurance Co., Ltd. (as of June 30, 2005)
President Representative Director	Teruhisa Tokunaka	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. (as of June 23, 2005)
Executive Vice President Representative Director	Hiromichi Fujikata	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. (as of June 23, 2005)
Director	Shinji Sugiyama	Director of Sony Bank Inc.
Director	Tamotsu Iba	Advisor to Sony Corporation Director of Sony Bank Inc.
Director	Katsumi Ihara	Executive Deputy President and Representative Corporate Executive Officer of Sony Corporation (as of June 22, 2005)
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 of Sony Life Insurance Co., Ltd. Statutory Auditor of Sony Assurance Inc. (as of June 23, 2005)
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.

\*The SFH Group indicates a financial holding company Sony Financial Holdings Inc., and Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc.