

November 28, 2005

Sony Financial Holdings Inc.

**Regarding Sony Assurance's Receipt of
Administrative Disposition Notice from FSAJ**

Tokyo, November 28, 2005 -- Sony Assurance Inc. ("Sony Assurance"), a wholly-owned subsidiary of Sony Financial Holdings Inc. ("SFH"), received an administrative disposition notice, in a form of a business improvement order, from the Financial Services Agency of Japan ("FSAJ"). The FSAJ issued the order based on the Insurance Business Law of Japan, pointing out that Sony Assurance's administrative performance is unsatisfactory in terms of peripheral and other expenses and others incurred in association with reported accidents, which are to be reimbursed when handling policy claims.

We take such an occurrence at an SFH Group company seriously, and sincerely apologize to all its customers and other parties for any concern or inconvenience that may have resulted.

We are fully aware of the gravity of this administrative disposition and deeply regret the circumstances that occasioned them. We will put forth every effort on a groupwide basis to prevent a recurrence.

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