

Announcement of New Management Team

Tokyo, June 14, 2006 – Sony Financial Holdings Inc. (“SFH”) today announced that SFH has decided the following candidates for new management team, subject to the approval of the Ordinary General Meeting of Shareholders and the Board of Directors Meeting to be held on June 30, 2006.

1. Changes to the Member of the Board Scheduled for June 30, 2006:**Director**

Newly Appointed:

Taro Okuda (Current Position: Executive Deputy President and Director of Sony Life Insurance Co., Ltd.)

Resign:

Tamotsu Iba

Akiyoshi Kawashima

Statutory Auditor

Newly Appointed:

Masahiro Kodama (Current Position: Standing Statutory Auditor of Sony Assurance Inc.)

Masamitsu Kaneda (Current Position: Statutory Auditor) is to resign as of June 21, 2006.

2. New Management Team as of June 30, 2006:

Title	Name	Positions at Sony Corporation and the SFH Group*
Chairman Representative Director	Kunitake Ando	Chairman and Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc.
President Representative Director	Teruhisa Tokunaka	Director of Sony Bank Inc.
Executive Vice President Representative Director	Hiromichi Fujikata	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc.
Director	Nobuyuki Oneda	Executive Vice President, Chief Financial Officer, and Corporate Executive Officer of Sony Corporation
Director	Shinichi Yamamoto	President and Representative Director of Sony Assurance Inc.
Director	Shigeru Ishii	President and Representative Director of Sony Bank Inc.
Director	Taro Okuda	President and Representative Director of Sony Life Insurance Co., Ltd.
Standing Statutory Auditor	Hiroshi Sano	Statutory Auditor of Sony Life Insurance Co., Ltd. Statutory Auditor of Sony Assurance Inc.
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	Masahiro Kodama	Standing Statutory Auditor of Sony Assurance Inc.

*The SFH Group indicates SFH, Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. Positions at Sony Corporation, Sony Life Insurance Co., Ltd., Sony Assurance Inc., and Sony Bank Inc. are subject to the approval of each company's General Meeting of Shareholders and Board of Directors Meeting to be held on June 22, June 29, June 22, and June 28, 2006, respectively.

For inquiries:

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