

**Announcement of New Management Team**

Tokyo, May 16, 2008 – 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 26, 2008.

**1. Changes to the Member of the Board Scheduled for June 26, 2008:****Director**

Newly Appointed:

Ryuji Yasuda

(Current Position: Professor, Hitotsubashi University,

Graduate School of International Corporate Strategy)

Resign:

Roji Chubachi

**Statutory Auditor**

Newly Appointed:

Takatoshi Yajima

(Current Position: General Manager, Audit Department of Sony Assurance Inc.)

\*Takatoshi Yajima will be Standing Statutory Auditor of Sony Assurance at June 25, 2008.

## **2. New Management Team as of June 26, 2008:**

<b>Title</b>	<b>Name</b>	<b>Positions at Sony Corporation and the SFH Group*</b>
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	Taro Okuda	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, and Corporate Executive Officer of Sony Bank Inc.
Director	Nobuyuki Oneda	Executive Vice President, Chief Financial Officer, and Corporate Executive Officer of Sony Corporation
Director	Yasushi Ikeda	
Director	Ryuji Yasuda	Director of Sony Corporation, Member of Audit Committee
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 Division of Sony Corporation
Statutory Auditor	Hiroshi Ueda	Standing Statutory Auditor of Sony Bank Inc.
Statutory Auditor	So Sato	Standing Statutory Auditor of Sony Life Insurance Co., Ltd.
Statutory Auditor	Takatoshi Yajima	Standing Statutory Auditor of Sony Assurance Inc. Statutory Auditor of Sony Life Insurance Co., Ltd.

\*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 20, June 27, June 25, and June 24, 2007, respectively.

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Website of Sony Financial Holdings Inc.: [http://www.sonyfh.co.jp/index\\_en.html](http://www.sonyfh.co.jp/index_en.html)