

## Announcement of Changes in Representative Directors and New Management Team

Tokyo, May 20, 2010—At the Board of Directors' Meeting held today, Sony Financial Holdings Inc. ("SFH") named candidates for election to the position of Director and Statutory Auditor and resolved the proposed changes in Representative Directors as stated below.

The selections are subject to the approval of the Ordinary General Meeting of Shareholders as well as the Board of Directors' Meeting both to be held on June 25, 2010.

### 1. Changes in Representative Directors

#### (1) Reason for the change

SFH aims to enhance the group management by changing a post within Representative Directors.

#### (2) Changes

Name	Newly Appointed Position	Current Position
Teruhisa Tokunaka	Chairman Representative Director	President Representative Director
Katsumi Ihara	President Representative Director	Executive Vice President Representative Director

#### (3) Date of appointment

June 25, 2010

### 2. Changes in Directors

#### (1) Resignation

Nobuyuki Oneda (Representative Corporate Executive Officer, Executive Deputy President, Chief Financial Officer and Director of Sony Corporation)

#### (2) Newly assignment

Name	Newly Appointed Position	Concurrent Responsibilities
Masaru Kato	Director	Senior Vice President, Corporate Executive, Deputy Chief Financial Officer, Sony Corporation

#### <Biography of the newly appointed Director>

April 1977	Entered Sony Corporation
June 1997	Corporate Executive Officer, Sony Computer Entertainment Inc.
April 1999	Executive Vice President, Sony Computer Entertainment Inc.
June 2000	Member of the Board, Sony Computer Entertainment Inc.
July 2002	Deputy President and Chief Financial Officer, Sony Computer Entertainment Inc.
April 2004	Deputy President and Group Chief Financial Officer, Sony Computer Entertainment Inc.
July 2005	Representative Director of the Board, Sony Computer Entertainment Inc.
June 2009	Senior Vice President, Corporate Executive, Deputy Chief Financial Officer, Sony Corporation (present)

### **3. New Management Team as of June 25, 2010**

<b>Title</b>	<b>Name</b>	<b>Positions at Sony Corporation and the SFH Group<sup>1</sup></b>
Chairman Representative Director	Teruhisa Tokunaka (Newly appointed)	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc.
President Representative Director	Katsumi Ihara (Newly appointed)	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. Director of Sony Bank Inc.
Executive Vice President Representative Director	Hikomichi Fujikata	Director of Sony Life Insurance Co., Ltd. Director of Sony Assurance Inc. Director of Sony Bank Inc.
Director	Taro Okuda	President, Representative Director of Sony Life Insurance Co., Ltd.
Director	Shinichi Yamamoto	President, Representative Director of Sony Assurance Inc.
Director	Shigeru Ishii	President, Representative Director of Sony Bank Inc.
Director	Masaru Kato (Newly appointed)	Senior Vice President, Corporate Executive, Deputy Chief Financial Officer, Sony Corporation
Director (Independent Officer <sup>2</sup> )	Yasushi Ikeda	
Director	Ryuji Yasuda	Outside Director of Sony Corporation
Standing Statutory Auditor	Hiroshi Sano	Statutory Auditor of Sony Life Insurance Co., Ltd. Statutory Auditor of Sony Assurance Inc. Statutory Auditor of Sony Bank Inc.
Statutory Auditor	Takemi Nagasaka	Vice President, 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.

Notes: 1. The SFH Group here indicates SFH, Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. Positions at Sony Life Insurance Co., Ltd., Sony Assurance Inc., Sony Bank Inc. and Sony Corporation are subject to the approval of each company's General Meeting of Shareholders and Board of Directors Meeting to be held on June 29, June 24, June 22, and June 18, 2010, respectively.

2. Independent Officer ('*Dokuritsu Yakuin*') is an officer designated by Securities Listing Regulations of Tokyo Stock Exchange Inc.

3. For the year ending March 31, 2011, all of the five statutory auditors above are in their own term of office, stipulated by the Companies Act of Japan.

For inquiries:

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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)

**(For reference)**

### **Katsumi Ihara's Biography**

September	1950	Born in Japan
March	1973	Graduated from Tokyo Institute of Technology
April	1973	Entered Mitsui Knowledge Industry Co., Ltd.
May	1981	Entered Sony Corporation
May	1989	Earned M. Sc. degree in Business from Stanford University, U.S.A.
June	1997	Corporate Vice President, Sony Corporation
June	2000	Corporate Executive Vice President, Sony Corporation
October	2001	President, Sony Ericsson Mobile Communications AB
June	2004	Executive Deputy President and Group CSO&CFO, Corporate Executive Officer, Sony Corporation
June	2005	Executive Deputy President, Representative Corporate Executive Officer, Member of the Board, Sony Corporation
April	2009	Executive Deputy President, Corporate Executive, Sony Corporation
June	2009	Executive Vice President, Representative Director, Sony Financial Holdings Inc. (present)