

June 24, 2011

Company Name: Sony Financial Holdings Inc.  
Name of Representative: Katsumi Ihara,  
President and Representative Director  
(Code: 8729, TSE First Section)

## **Introduction of the Executive Officer System, and Appointment of Executive Officers**

Tokyo, June 24, 2011—Sony Financial Holdings Inc. (“SFH”) today announced an introduction of the Executive Officer system and appointment of Executive Officers, as indicated below.

### **1. Purpose of Introduction of the Executive Officer System**

SFH will clarify the role between the Board of Directors, which is responsible to both decision making and supervision of business execution, and the organizations to execute businesses, which are eventually headed by President, Representative Director. Furthermore, by delegating certain authorities from Directors to Executive Officers proactively, we will strengthen our corporate governance and accelerate speed of businesses execution.

### **2. Appointment of Executive Officers (As of June 24, 2011)**

Hiroaki Kiyomiya (Newly appointed)

Manabu Idei (Newly appointed)

<Directors and Executive Officers (As of June 24, 2011)>

Title	Name	Business Responsibilities
President, Representative Director	Katsumi Ihara	Corporate Control Department and Audit Department
Director	Hirotooshi Watanabe	Corporate Communications & Investor Relations Department
Executive Officer	Hiroaki Kiyomiya	Accounting Department
Executive Officer	Manabu Idei	Corporate Planning Department and Human Resources & General Affairs Department

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For inquiries:

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