

News & Information

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Executive Appointments

Tokyo, Japan – Sony Corporation has announced the following Executive appointments.

Executive Appointments <as of April 1st>

Nobuyuki Oneda Representative Corporate Executive Officer,
Executive Vice President and Chief Financial Officer
(Currently Corporate Executive Officer,
Executive Vice President and Chief Financial Officer)

Changes in Roles of Corporate Executive Officers and Relationship Among Corporate Executive Officers <as of April 1st> **Corporate Executive Officers: Individual duties**

Howard Stringer **【Chairman, CEO and President】**

- As the Chief Executive Officer, shall be in charge of overall management of the entire group.

Ryoji Chubachi **【Vice Chairman】**

- Of the headquarters functions, shall assist the CEO and be responsible for Product Quality & Safety and Environmental Affairs.

Nobuyuki Oneda **【EVP and CFO】**

- Of the headquarters functions, shall be responsible for Corporate Planning and Control, Accounting, Tax, Finance, IR, and Disclosure Controls.

Yutaka Nakagawa **【Executive Deputy President】**

- Shall be responsible for Manufacturing, Logistics and Procurement operation for the electronics and game businesses.

Hiroshi Yoshioka **【Executive Deputy President】**

- Shall be responsible for the Consumer Products & Devices Group (TV, Audio & Video, Digital Imaging, Chemical & Energy, Electronic Devices and Semiconductor businesses).

Keiji Kimura **[EVP]**

- Of the headquarters functions, shall be responsible for Intellectual Property and Information Systems.
- Shall be responsible for the B2B solutions business and the Disc Manufacturing business.

Nicole Seligman **[EVP and General Counsel]**

- Of the headquarters functions, shall be responsible for legal, compliance, Internal audit and SOX 404 management.
- In charge of the Board Secretariat

Kazuo Hirai **[EVP]**

- Shall be responsible for the Networked Products & Services Group (Game, PC, Networked Mobile and Network Service businesses and New Business Incubation Project)

[Consumer Products & Devices Group (CPDG)]

Hiroshi Yoshioka Appointed as President
Corporate Executive Officer, (Currently President of TV Business Group)
Executive Deputy President

Tadashi Saito Appointed as Deputy President
Corporate Executive, (Continues as President of Semiconductor Business Group)
EVP

Tsugie Miyashita In charge of Devices Sales
Group Executive (Continues as President, Sony Marketing (Japan) Inc.)

Networked Products & Services Group (NPSG)

Kazuo Hirai Appointed as President
Corporate Executive Officer, (Continues as President and Group Chief Executive Officer,
EVP Sony Computer Entertainment Inc.)

Kunimasa Suzuki Appointed as Deputy President, President of VAIO Business Group,
Corporate Executive, Senior General Manager of NPSG Planning & Strategies Division
SVP (Continues as EVP, Sony Electronics Inc.)

Shoji Nemoto In charge of Technologies
Corporate Executive, (Continues as President of Audio & Video Business Group)
SVP

【TV Business Group】

Yoshihisa Ishida Appointed as President
Corporate Executive, (Currently President of VAIO Business Group)
SVP

【Chemical & Energy Business Group】

Shinichi Tanemo Appointed as Deputy President
Group Executive (Continues as President, Sony Energy Devices Corporation)

【Corporate R&D】

Keiichiro Shimada In charge of Advanced Materials Laboratories,
Corporate Executive, System Technologies Laboratories, Display Device Development Group,
SVP Technology Development Group, Core Device Development Group
(Continues as President of Technology Development Group)

【Production, Logistic, Procurement and CS Platform】

Yutaka Nakagawa Officer in Charge of Production, Logistic, Procurement and CS Platform
Corporate Executive Officer,
Executive Deputy President

【Production Group】

Yutaka Nakagawa Appointed as President
Corporate Executive Officer, (in addition to the above position)
Executive Deputy President

【Headquarters】

Keiichiro Shimada In charge of Technology Strategy, Software Design Technology Center
Corporate Executive, (Continues as President of Technology Development Group)
SVP

Yoshinori Onoue To Retire <as of March 31st>