

June 15, 2009

No. 09-066E

Executive Appointments

Tokyo, Japan – Sony Corporation has decided candidates for the positions of Representative Corporate Executive Officers, Corporate Executive Officers, Corporate Executives and Group Executives. The selections of Representative Corporate Executive Officers and Corporate Executive Officers are subject to the approval of the Board of Directors Meeting to be held on June 19, 2009. The selections of Corporate Executives and Group Executives are to be submitted for internal approval following the appointment of Representative Corporate Executive Officers and Corporate Executive Officers.

<Corporate Executive Officers>

The candidates for Representative Corporate Executive Officers and Corporate Executive Officers are as follows.

Representative Corporate Executive Officers (* to be concurrent with Director)

As of June 19

Howard Stringer*	Chairman, Chief Executive Officer and President
Ryoji Chubachi*	Vice Chairman Officer in charge of Product Quality & Safety and Environmental Affairs
Nobuyuki Oneda* (Promoted)	Executive Deputy President and Chief Financial Officer

Corporate Executive Officers

As of June 19

Yutaka Nakagawa	Executive Deputy President Officer in charge of Manufacturing, Logistics and Procurement operation
Hiroshi Yoshioka	Executive Deputy President Officer in charge of Consumer Products & Devices Group(CPDG)
Keiji Kimura	EVP Officer in charge of Intellectual Property, Information Systems, B2B solutions business and the Disc Manufacturing business
Nicole Seligman	EVP and General Counsel

Kazuo Hirai EVP
Officer in charge of the Networked Products & Services Group(NPSG)

< **Corporate Executives** > (**Promoted)

As of June 19

Executive Vice President (EVP)

Akira Kubota Sony Group China Representative

Kyung-soo Ahn President of B2B Solutions Business Group

Tadashi Saito Deputy President of Consumer Products & Devices Group and
President of Semiconductor Business Group

Kunitaka Fujita** In charge of Human Resources and Corporate Workplace Solutions

Senior Vice President (SVP)

Kiyoshi Nishitani In charge of Environment and Technology Policy and Relations

Tetsujiro Kondo Corporate Fellow

Norihisa Shiota Senior General Manager of Research & Development Division,
Semiconductor Business Group, CPDG

Shoji Nemoto In charge of Technologies, Networked Products & Services Group

Hiromasa Otsuka Deputy President of B2B Solutions Business Group

Tsugie Miyashita In charge of External Relations and Kansai Region
In charge of Device Sales, Consumer Products & Devices Group

Masaru Kato Deputy CFO

Makoto Kogure Deputy President of B2B Solutions Business Group

Osamu Kumagai President of Advanced Materials Laboratories and
President of Core Device Development Group,
R&D, Common Software Platform

Tomoyuki Suzuki Deputy President of Semiconductor Business Group, CPDG

Masaaki Tsuruta Deputy President of Semiconductor Business Group, CPDG

Shinji Hanatani Deputy President of B2B Solutions Business Group

Hidenosuke Kanai Deputy President of Device Solutions Business Group, CPDG

Yoshihisa Ishida	President of Home Entertainment Business Group, CPDG
Shigeki Ishizuka	President of Device Solutions Business Group, CPDG
Keiichiro Shimada	In charge of R&D, Common Software Platform and President of Technology Development Group
Shinji Hasejima	Senior General Manager of Business Transformation / IS Center
Kiyoshi Shikano	Senior General Manager of Global Marketing Division
Tetsuo Urabe	Deputy President of Core Device Development Group, R&D, Common Software Platform
Kunimasa Suzuki	Deputy President of Networked Products & Services Group
George Bailey	Chief Transformation Officer
Masashi Imamura**	President of Personal Imaging and Sound Business Group, CPDG

<New Group Executives>

As of June 19

Katsumi Ihara	Group Executive Executive Vice President and Representative Director, Sony Financial Holdings Inc. (subject to the approval from SFH shareholders meeting)
Masao Morita	Group Executive Chairman and Representative Director, Sony Music Entertainment (Japan) Inc. and Representative Director, Sony Pictures Entertainment (Japan) Inc.
Nobuki Kurita**	Group Executive President, Sony Marketing (Japan) Inc.
Rolf Schmidt-Holtz**	Group Executive Chief Executive Officer, Sony Music Entertainment Inc.

<Corporate Executives Retired>

As of June 19

Shizuo Takashino	(Currently Executive Deputy President)
Masayoshi Sugiyama	(Currently EVP)
Naofumi Hara	(Currently SVP, Corporate Communications, External Relations, Corporate Social Responsibility and Kansai Region)

Brand and Corporate Communications/Corporate Social Responsibility will be newly assigned as follows:

Soichi Kawachi Brand
(Continues as Corporate Officer, Sony Marketing (Japan) Inc.)

Shiro Kambe Senior General Manager, Corporate Communications
Corporate Social Responsibility
(Currently Senior General Manager, Group Strategy Division)