

June 16, 2008

Executive Appointments

Tokyo, Japan – Sony Corporation has decided candidates for the positions of Representative Corporate Executive Officers and Corporate Executive Officers, and has announced the appointment of 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 20, 2008.

< 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 20

Howard Stringer*	Chairman and CEO
Ryoji Chubachi*	President and Electronics CEO
Katsumi Ihara*	Executive Deputy President Officer in charge of Consumer Products Group

Corporate Executive Officers

As of June 20

Yutaka Nakagawa	Executive Deputy President Officer in charge of Semiconductor & Component Group, Production Strategy, Procurement and Supply Chain
Nobuyuki Oneda	EVP and CFO
Keiji Kimura	EVP Officer in charge of Technology Strategies, Intellectual Property, Information Systems and Electronics Business Strategies
Nicole Seligman	EVP and General Counsel

<Corporate Executives> (** Promoted, *** Newly Appointed)

As of June 20

Executive Deputy President

Shizuo Takashino Sony Group China Representative

Executive Vice President (EVP)

Kyung-soo Ahn President of B2B Solutions Business Group

Akira Kubota Procurement

Tadashi Saito** President of Semiconductor Business Group

Masayoshi Sugiyama** Energy Business Group and Chemical Device Business Group

Hiroshi Yoshioka** President of TV Business Group

Senior Vice President (SVP)

Yoshihisa Ishida President of VAIO Business Group

Shigeki Ishizuka President of Digital Imaging Business Group

Tetsuo Urabe*** President of Display Device Development Group

Hiromasa Otsuka Deputy President of B2B Solutions Business Group

Yoshinori Onoue Deputy President of B2B Solutions Business Group

Hidenosuke Kanai Photonic Device & Module Business Group,
Mobile Display Business Group and Memory Stick Business Center

Yukio Kubota Technology Policy and Relations

Osamu Kumagai President of Advanced Materials Laboratories

Makoto Kogure Products Quality & Safety

Tetsujiro Kondo Corporate Fellow

Kiyoshi Shikano*** Senior General Manager of Global Marketing Department

Keiichiro Shimada President of Technology Development Group

Norihisa Shirota Senior General Manager of Research & Development Division
Semiconductor Business Group

Tomoyuki Suzuki	Deputy President of Semiconductor Business Group
Masaaki Tsuruta	Deputy President of Semiconductor Business Group, Corporate Technology Planning
Shoji Nemoto***	Audio Business Group and Video Business Group (As of July 1 st . Currently Corporate VP, Sony Ericsson Mobile Communications AB)
Kiyoshi Nishitani	Corporate Workplace Solutions, Environment and Disc Manufacturing Business
Shinji Hasejima***	Senior General Manager of Business Transformation / IS Center
Shinji Hanatani	Deputy President of B2B Solutions Business Group
Naofumi Hara	Corporate Communications, External Relations, Corporate Social Responsibility and Kansai Region
Kunitaka Fujita	Human Resources
Masao Morita	Brand and Creative Center

<New Group Executives>

As of June 20

Shinichi Tanemo	Group Executive (President, Sony Semiconductor Kyushu Corporation)
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<Corporate Executives Retired>

As of June 20

Akira Iga	(Currently SVP, Corporate Fellow)
Yasunori Kirihara	(Currently SVP, Corporate Workplace Solutions and Environment)
Mario Tokoro	(Currently SVP, Technology Policy and Relations)
Takashi Fukuda	(Currently SVP)
Yoshinori Yamamoto	(Currently SVP)