

Notice Concerning Appointment of
Additional Representative Corporate Executive Officer

Sony Corporation approved the appointment of an additional Representative Corporate Executive Officer as follows at the meeting of its Board of Directors held on March 26, 2009.

Newly Appointed Representative Corporate Executive Officer

New Title: Representative Corporate Executive Officer,
Executive Vice President and Chief Financial Officer

(Current Title: Corporate Executive Officer,
Executive Vice President and Chief Financial Officer)

Name: Nobuyuki Oneda

Effective Date of Appointment

April 1, 2009