

Supplemental Information for Q3 FY2008 Earnings

January 29, 2009

Sony Corporation
Investor Relations

1. Unit Sales

(mln units)

	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08 Fct
Walkman® Digital Music Players	-	-	-	-	0.85	4.50	4.50	5.80	7.00
Handycam® Video Cameras	5.50	5.40	5.75	6.60	7.35	7.60	7.45	7.70	6.20
Cyber-shot Compact Digital Cameras	2.60	3.40	5.60	10.00	14.00	13.50	17.00	23.50	21.50
Blu-ray Disc Recorders	-	-	-	-	-	-	-	-	0.50
Blu-ray Disc Players	-	-	-	-	-	-	-	-	2.20
DVD Players*	4.00	5.00	7.00	8.50	9.30	8.00	7.90	8.50	9.00
DVD Recorders	-	-	0.02	0.65	1.70	2.00	1.85	1.70	1.20
BRAVIA LCD TVs	-	-	-	0.43	1.00	2.80	6.30	10.60	15.00
VAIO PCs	2.50	3.50	3.10	3.20	3.30	3.70	4.00	5.20	5.80

* From FY08 DVD Players include portable DVD players (FY07 numbers reclassified accordingly)

2. Sales and Capital Expenditures for Semiconductors and LCD

(bln yen)

	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08 Fct
Semiconductors									
Sales*	367	300	340	400	455	490	780	850	580
Capital Expenditures*	90	50	41	80	150	140	150	90	80
LCD									
Sales	70	67	85	130	160	130	140	130	90
Capital Expenditures**	6	42	8	5	24	24	18	5	5

* As of the fiscal year ended March 31, 2005 (FY04), in association with the business integration of Sony Group's semiconductor manufacturing businesses, included within these figures are sales and capital expenditures for Sony's semiconductor manufacturing business previously reported within the Game segment.

** Capital Expenditures for the fiscal year ended March 31, 2002 (FY01) include investment of 10 billion yen in ST-LCD.

** Capital Expenditures for the fiscal year ended March 31, 2005 (FY04) include 18.5 billion yen in order to acquire IDTech's Yasu Facility.

3. PlayStation Hardware and Software Unit Sales*

(mln unit)

	FY07					FY08				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Hardware										
PlayStation 2	2.66	3.28	5.40	2.39	13.73	1.51	2.50	2.52		
PlayStation Portable	2.13	2.58	5.76	3.42	13.89	3.72	3.18	5.08		
PLAYSTATION 3	0.70	1.31	4.90	2.33	9.24	1.56	2.43	4.46		
Software										
PlayStation 2	31.1	38.0	60.9	24.0	154.0	19.3	23.1	29.7		
PSP	9.8	12.6	18.3	14.8	55.5	11.8	11.8	15.5		
PLAYSTATION 3	4.7	10.4	26.0	16.8	57.9	22.8	21.1	40.8		

<< FY08 Forecast >>

	May Fct	July Fct	October Fct	January Fct
PS2 Hardware:	9 mln units	9 mln units	9 mln units	8 mln units
PSP Hardware:	15 mln units	15 mln units	16 mln units	15 mln units
PS3 Hardware:	10 mln units	10 mln units	10 mln units	10 mln units
PS2+PSP+PS3 Software:	250 mln units	250 mln units	250 mln units	250 mln units

4. Exchange Rates Trends

(yen)

	FY07					FY08				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
US\$										
Market rate (simple average)	120	117	112	104	113	104	107	95		
Market rate (weighted average)*	123	116	113	103	113	103	107	96		
Forward contract rate	114	118	118	108	115	104	102	115		
Euro										
Market rate (simple average)	161	160	162	156	160	162	160	125		
Market rate (weighted average)*	161	160	162	156	161	162	159	126		
Forward contract rate	161	162	162	157	161	158	163	146		

* Weighted average rate based upon the net exports amount of each month