

Supplemental Information for Q2 FY2009 Earnings

October 30, 2009

Sony Corporation

Investor Relations

1. Unit Sales of Key Consumer Electronics & Game Products (Annual)

(mln units)

	FY03	FY04	FY05	FY06	FY07	FY08	FY09 July FCT	FY09 FCT
Consumer Electronics								
LCD TVs	0.43	1.00	2.80	6.30	10.60	15.20	15.00	15.00
Video Cameras	6.60	7.35	7.60	7.45	7.70	6.20	5.30	5.30
Compact Digital Cameras	10.00	14.00	13.50	17.00	23.50	22.00	20.00	20.00
Blu-ray Disc Recorders	-	-	-	-	-	0.50	0.70	0.70
Blu-ray Disc Players	-	-	-	-	-	2.20	3.50	3.50
DVD Players*	8.50	9.30	8.00	7.90	8.50	9.70	9.00	11.00
PCs	3.20	3.30	3.70	4.00	5.20	5.80	6.20	6.20
Digital Music Players	-	0.85	4.50	4.50	5.80	7.00	6.70	7.00
Game**								
PlayStation 3 Hardware	-	-	-	3.5	9.1	10.1	13.0	13.0
PlayStation Portable Hardware	-	3.0	14.1	9.6	13.8	14.1	15.0	15.0
PlayStation 2 Hardware	20.1	16.2	16.2	14.8	13.7	7.9	5.0	5.0
PlayStation Software (total)***	254.0	267.7	266.6	262.5	267.4	237.5	240.0	240.0

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

** From FY07 the method of reporting unit sales was changed from production shipments to recorded sales (FY06 reclassified)

*** FY09 sales over the network are expected to triple YoY to approx. 50 billion yen

2. Unit Sales of Key Consumer Electronics & Game Products (Quarterly)

(mln units)

	FY08					FY09				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY FCT
Consumer Electronics										
LCD TVs	3.1	3.7	5.0	3.3	15.2	3.2	3.3			15.0
Video Cameras	1.8	1.5	1.7	1.2	6.2	1.4	1.3			5.3
Compact Digital Cameras	6.1	5.7	6.4	3.8	22.0	5.0	5.2			20.0
PCs	1.2	1.6	1.7	1.3	5.8	1.1	1.4			6.2
Game										
Hardware										
PlayStation 3	1.6	2.4	4.5	1.6	10.1	1.1	3.2			13.0
PlayStation Portable	3.7	3.2	5.1	2.1	14.1	1.3	3.0			15.0
PlayStation 2	1.5	2.5	2.5	1.4	7.9	1.6	1.9			5.0
Software										
PlayStation 3	22.8	21.2	40.8	18.9	103.7	14.8	23.9			
PlayStation Portable	11.8	11.8	15.5	11.2	50.3	8.3	12.9			240.0
PlayStation 2	19.3	23.2	29.7	11.3	83.5	8.5	11.1			

3. Sales and Capital Expenditures for Semiconductors and LCD

(bln yen)

	FY03	FY04	FY05	FY06	FY07	FY08	FY09 FCT
Semiconductors							
Sales*	400	455	490	780	850	580	490
Capital Expenditures*	80	150	140	150	90	80	35
LCD							
Sales	130	160	130	140	130	90	60
Capital Expenditures**	5	24	24	18	5	5	3

* Sales and capital expenditures for Sony's semiconductor manufacturing business previously reported within the Game segment are included from FY04

** Capital Expenditures for FY04 include 18.5 billion yen in order to acquire IDTech's Yasu Facility

4. Exchange Rates Trends

(yen)

	FY08					FY09				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
US\$										
Market rate (simple average)	104	107	95	93	100	96	93			
Market rate (weighted average)*	103	107	96	93	103	96	91			
Forward contract rate	104	102	115	93	104	95	95			
Euro										
Market rate (simple average)	162	160	125	120	142	131	132			
Market rate (weighted average)*	162	159	126	120	145	131	132			
Forward contract rate	158	163	146	122	152	126	133			

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