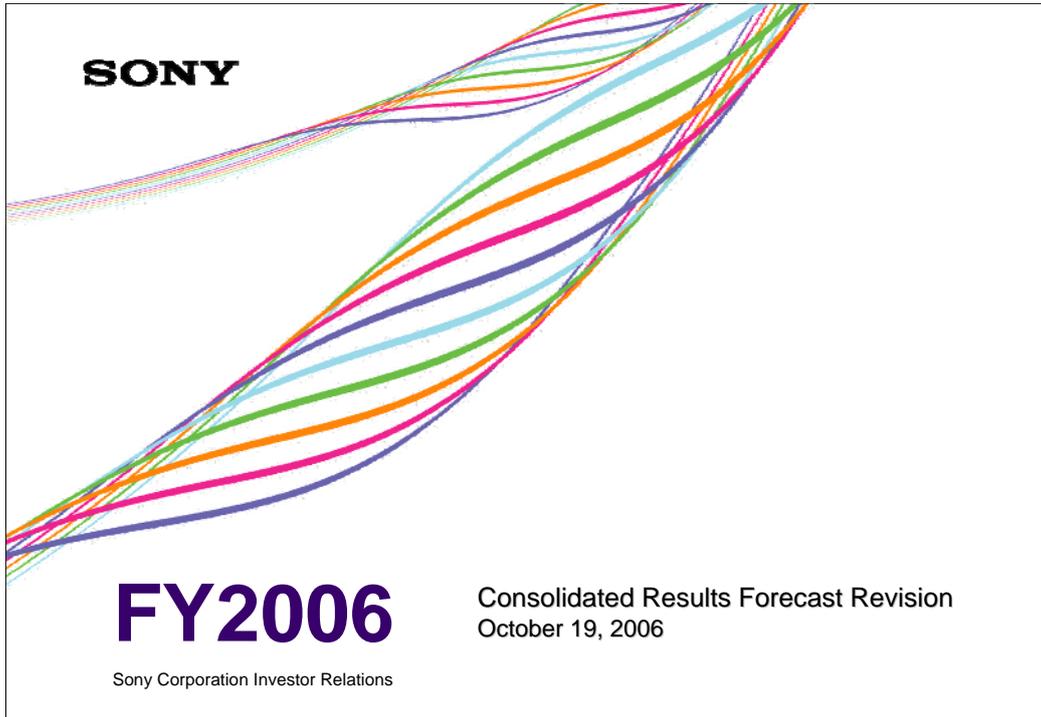




SONY

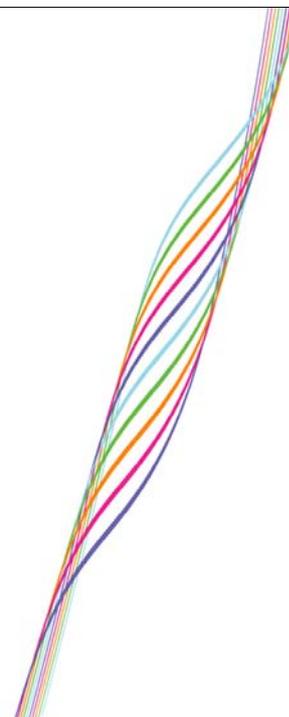


FY2006

Consolidated Results Forecast Revision
October 19, 2006

Sony Corporation Investor Relations

Statements made in this presentation with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Sony cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to (i) the global economic environment in which Sony operates, as well as the economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, the Euro and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are denominated; (iii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology and subjective and changing consumer preferences (particularly in the Electronics, Game and Pictures segments, and music business); (iv) Sony's ability to recoup large-scale investment required for technology development, increasing production capacity and by the Game segment for the development and introduction of a new platform; (v) Sony's ability to implement successfully personnel reduction and other business reorganization activities in its Electronics segment; (vi) Sony's ability to implement successfully its network strategy for its Electronics, Game and Pictures segments and All Other, including the music business, and to develop and implement successful sales and distribution strategies in its Pictures segment and music business in light of the Internet and other technological developments; (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to correctly prioritize investments (particularly in the Electronics segment); (viii) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful Asset Liability Management in the Financial Services segment; and (ix) the success of Sony's joint ventures and alliances. Risks and uncertainties also include the impact of any future events with material unforeseen impacts.



Consolidated Results Q2 FY06 (Tentative)

(bln yen)

	Q2 FY05	Q2 FY06	Change
Sales & operating revenue	1,711.6	1,850	+8%
Operating income (loss)	74.6*	-21**	-
Income (loss) before income taxes	95.4	-26	-
Net income (loss) of affiliates	-2.6	20	-
Net income	28.5	2	-93%
<hr/>			
Restructuring charges***	32.9	5	-85%

* Q2 FY05 operating income includes 73.5 bln yen of pension return benefits

** Q2 FY06 operating loss includes a provision of approx. 51.0 bln yen for expenses relating to a notebook computer battery pack recall and our voluntary global replacement program

*** Restructuring charges are recorded as operating expenses

3

Sony Corporation Investor Relations

FY06 Consolidated Results Forecast

(bln yen)

	FY05	July FCT	FY06 FCT	Change vs. July FCT
Sales & operating revenue	7,510.6	8,230	8,230	-
Operating income	226.4	130	50	-62%
Restructuring charges (included above)	138.7	50	40	-20%
Income before income taxes	286.3	150	70	-53%
Equity in net income of affiliates	13.2	40	40	-
Net income	123.6	130	80	-38%

Foreign Exchange Rates	FY05 Actual	FY06 Assumption (Q2 onwards)	FY06 Assumption (Q3 onwards)
1 Dollar	112.3 yen	Approx. 113 yen	Approx. 114 yen
1 Euro	136.3 yen	Approx. 136 yen	Approx. 145 yen

4

Sony Corporation Investor Relations

FY06 Operating Income Revision Factors

(bln yen)

