

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 10, 2011.

1. Newly Appointed Representative Corporate Executive Officer

Name: Kazuo Hirai

New Title: Representative Corporate Executive Officer,
Executive Deputy President

(Current Title: Corporate Executive Officer, Executive Vice President)

2. Supplementary Information

Date of Birth: December 22, 1960

Prior/Current Positions:

| | |
|---------------|--|
| April 1984 | Entered CBS/Sony Inc. (currently Sony Music Entertainment (Japan) Inc.) |
| July 1996 | Executive Vice President and Chief Operating Officer, Sony Computer Entertainment America |
| October 1997 | Corporate Executive, Sony Computer Entertainment Inc. |
| April 1999 | President and Chief Operating Officer, Sony Computer Entertainment America |
| August 2003 | President and Chief Executive Officer, Sony Computer Entertainment America |
| December 2006 | Representative Director, President and Group Chief Operating Officer, Sony Computer Entertainment Inc. Chairman, Sony Computer Entertainment America (current) |

| | |
|------------|---|
| June 2007 | Representative Director, President and Group Chief Executive Officer, Sony Computer Entertainment Inc. (current) |
| April 2009 | Corporate Executive Officer, Executive Vice President and Officer in charge of Networked Products & Services businesses, Sony Corporation (current) |

Number of Sony Corporation's Shares held: None

3. Effective Date of Appointment

April 1, 2011