

June 27, 2012

**Notice Concerning Change of  
Representative Corporate Executive Officer**

At a meeting today, the Board of Directors of Sony Corporation (“Sony”) appointed Sony’s Corporate Executive Officers and announced a change in Representative Corporate Executive Officers as follows.

1. Reason for Change

The expiration of the term of Corporate Executive Officer

2. Retiring Representative Corporate Executive Officer

Name: Sir Howard Stringer\*

Previous Title: Representative Corporate Executive Officer, Chairman

\* Sir Howard Stringer is newly appointed as the Chairman of the Board as of the date hereof.

Mr. Kazuo Hirai, President and CEO, Corporate Executive Officer, and Dr. Ryoji Chubachi, Vice Chairman, Corporate Executive Officer, continue to serve as Representative Corporate Executive Officers.

3. Date of Change

June 27, 2012