

May 29, 2013

**Notice Concerning Expected Appointment of
Additional Representative Corporate Executive Officer**

Sony Corporation today announced the expected appointment of an additional Representative Corporate Executive Officer, as detailed below, which was reported at the meeting of its Board of Directors held on the same date. The appointment of such Representative Corporate Executive Officer is subject to the approval at the Board of Directors meeting to be held on June 20, 2013.

1. Representative Corporate Executive Officer to be newly appointed

Name: Masaru Kato

New Title: Representative Corporate Executive Officer,
Executive Vice President and Chief Financial Officer

(Current Title: Corporate Executive Officer, Executive Vice President and Chief Financial Officer)

2. Brief Personal History and other information

Date of Birth: February 22, 1952

Brief Personal History:

April 1977	Entered Sony Corporation
June 1997	Corporate Executive Officer, Sony Computer Entertainment Inc.
June 2000	Director, Sony Computer Entertainment Inc.
July 2002	Deputy President and Chief Financial Officer, Sony Computer Entertainment Inc.
July 2005	Representative Director, Sony Computer Entertainment Inc.
June 2009	Senior Vice President and Deputy Chief Financial Officer, Corporate Executive, Sony Corporation
June 2010	Executive Vice President and Chief Financial Officer, Corporate Executive Officer, Sony Corporation (present)
June 2012	Director, Sony Corporation (present)

Number of Sony Corporation's Shares Held: 13,500 shares

3. Expected Date of Appointment

June 20, 2013