

No. 13-069E
June 7, 2013

Not for release, publication or distribution in or into the United States.

Final Terms of the Twenty-ninth Series Unsecured Bonds

Tokyo, June 7, 2013 --Sony Corporation (the "Corporation") announced today that it has determined the final terms of unsecured straight bonds (the "Bonds") for Japanese retail investors in the total principal amount of 150.0 billion yen. The Corporation intends to use the proceeds of the issues for the repayment of borrowings and debt, and capital expenditures.

The Twenty-ninth Series Unsecured Bonds (the "Bonds")

1. Total amount of issue: 150.0 billion yen
2. Book-entry bonds: The provisions of the Law Concerning Book-Entry Transfer of Corporate Bonds and Shares, etc. shall apply to the Bonds.
3. Denomination of each Bond: 1 million yen
4. Interest rate: 0.86% per annum
5. Issue price: 100% of the principal amount
6. Redemption price: 100% of the principal amount
7. Maturity date: June 19, 2018
8. Offering period: From June 10, 2013 to June 18, 2013
9. Payment date: June 19, 2013
10. Method of offering: Public offering in Japan; provided, however, that the Bonds shall not be offered in the United States or to any U.S. persons.
11. Security: The Bonds are not secured by any pledge, mortgage or other charge on any assets or revenues of the Corporation or of others, nor are they guaranteed. There are no assets reserved as security for the Bonds.
12. Special covenants: The Bonds are subject to certain covenants relating to the negative pledge.
13. Redemption prior to maturity: The Corporation may, at any time on or after the day following the payment date, purchase the Bonds and have such purchased Bonds canceled.

Note: This press release is intended as general information regarding Sony Corporation's issuance of unsecured straight bonds and does not constitute or form a part of any offer of securities for sale in the United States or Canada. The securities have not been and will not be registered under the Securities Act of 1933, as amended (the "Securities Act") and may not be offered or sold in the United States or to, or for the benefit of a U.S. person (as defined in Regulation S under the Securities Act) absent registration or an applicable exemption from the registration requirements under the Securities Act.

- | | |
|--|--|
| 14. Interest payment dates: | June 19 and December 19 of each year |
| 15. Book-entry transfer institution: | Japan Securities Depository Center, Inc. |
| 16. Commissioned companies for Bondholders | Sumitomo Mitsui Banking Corporation (representative) and The Bank of Tokyo-Mitsubishi UFJ, Ltd. |
| 17. Issuing and paying agent: | Sumitomo Mitsui Banking Corporation |
| 18. Ratings: | The Bonds have been given ratings of “A-” from Rating and Investment Information, Inc. (R&I) and “A” from Japan Credit Rating Agency, Ltd. (JCR) |

Note: This press release is intended as general information regarding Sony Corporation’s issuance of unsecured straight bonds and does not constitute or form a part of any offer of securities for sale in the United States or Canada. The securities have not been and will not be registered under the Securities Act of 1933, as amended (the “Securities Act”) and may not be offered or sold in the United States or to, or for the benefit of a U.S. person (as defined in Regulation S under the Securities Act) absent registration or an applicable exemption from the registration requirements under the Securities Act.