

**Sony Life's Supplementary Data for the Year Ended March 31, 2009  
at Press Conference**

(1) Sales Results

		For the year ended March 31, 2008	For the six months ended September 30, 2008	For the year ended March 31, 2009
New policy amount	(million yen)	3,802,588 ( 10.9%)	1,894,777 ( 0.8%)	3,873,710 ( 1.9%)
Policy amount in force	(million yen)	31,497,346 ( 4.1%)	32,065,432 ( 3.8%)	32,517,660 ( 3.2%)
Surrender and lapse amount	(million yen)	1,849,909 ( 9.9%)	979,318 ( 7.5%)	2,135,179 ( 15.4%)
Surrender and lapse rate	(%)	6.12 +0.33 ppt	3.11 +0.1 ppt	6.79 +0.67 ppt
Income from insurance premiums	(million yen)	648,406 ( 7.1%)	327,085 ( 2.7%)	662,011 ( 2.1%)
Individual life insurance and annuities	(million yen)	639,794 ( 7.4%)	323,315 ( 2.8%)	653,538 ( 2.1%)
Group insurance and annuities	(million yen)	7,126 ( - 9.0%)	3,510 ( - 0.8%)	7,104 ( - 0.3%)
Annualized premiums of new policies	(million yen)	63,475 ( - 3.2%)	30,940 ( - 0.9%)	61,693 ( - 2.8%)
Of which third-sector products	(million yen)	13,358 ( - 7.7%)	6,513 ( - 1.2%)	13,443 ( 0.6%)
Annualized premiums of total policies	(million yen)	530,011 ( 5.0%)	540,948 ( 4.5%)	547,898 ( 3.4%)
Of which third-sector products	(million yen)	122,854 ( 4.6%)	124,595 ( 3.4%)	126,662 ( 3.1%)

Notes:

- The above figures excluding income from insurance premiums represent total amounts of individual life insurance and individual annuity.
- Lapse and surrender amount as well as lapse and surrender rate do not include reinstatement.
- Annualized premiums are for individual life insurance and individual annuities. Annualized premiums refer to an amount that is calculated by multiplying individual premium amounts by a coefficient that differs depending on the premium payment methods, thereby converting the figure to a per-year premium. (For single-payment policies, premiums are divided by the coverage period.)

(2) Assets

		As of March 31, 2008	As of September 30, 2008	As of March 31, 2009
Total assets	(million yen)	3,659,786 ( 6.2%)	3,785,372 ( 4.9%)	3,810,929 ( 4.1%)
Adjusted net asset	(100 million yen)	6,120 ( - 5.2%)	5,446 ( - 19.3%)	5,326 ( - 13.0%)
Adjusted net asset / General account asset	(%)	18.3 -2.4 ppt	15.7 -5.0 ppt	15.1 -3.2 ppt
Solvency margin ratio	(%)	1,747.9 -104.1 ppt	1,665.4 -204.6 ppt	2,060.5 +312.6 ppt

Note: Adjusted net asset is calculated based on the regulatory standard.

(3) Core Profit / Negative Spread / Investment yield

		For the year ended March 31, 2008	For the year ended March 31, 2009	Forecast for the year ending March 31, 2010
Core profit	(million yen)	23,571 ( - 3.3%)	38,005 ( 61.2%)	Increase

		For the year ended March 31, 2008	For the year ended March 31, 2009	Forecast for the year ending March 31, 2010
Negative spread	(100 million yen)	267 ( - 106)	213 ( - 54)	Decrease

		For the year ended March 31, 2008	For the year ended March 31, 2009	Forecast for the year ending March 31, 2010
Investment yield for core profit	(%)	1.73	1.90	Up
Investment yield - General account	(%)	2.17	1.11	Up
Assumed interest rate	(%)	2.68	2.59	Down

(4) Policy and Other Reserves

		As of March 31, 2008	As of September 30, 2008	As of March 31, 2009
Policy reserve (excluding contingency reserve)	(million yen)	3,313,283 ( 283,426)	3,451,573 ( 258,439)	3,546,884 ( 233,601)
General account (excluding contingency reserve)	(million yen)	3,015,689 ( 284,847)	3,157,361 ( 287,253)	3,278,505 ( 262,816)
Separate account (excluding contingency reserve)	(million yen)	297,593 ( - 1,421)	294,212 ( - 28,814)	268,378 ( - 29,214)
Reserve for price fluctuations	(million yen)	24,099 ( 3,216)	24,668 ( 2,250)	3,653 ( - 20,446)
Contingency reserve	(million yen)	61,807 ( 2,776)	63,291 ( 2,876)	45,491 ( - 16,315)
Contingency reserve 1	(million yen)	16,573 ( - 3,699)	16,908 ( 694)	17,217 ( 644)
Contingency reserve 2	(million yen)	33,833 ( 296)	33,959 ( 236)	14,980 ( - 18,853)
Contingency reserve 3	(million yen)	6,729 ( 1,507)	7,610 ( 1,684)	8,471 ( 1,741)
Contingency reserve 4	(million yen)	4,671 ( 4,671)	4,812 ( 260)	4,822 ( 151)
Contingency reserve fund	(million yen)	- ( - )	- ( - )	- ( - )
Price fluctuations reserve fund	(million yen)	- ( - )	- ( - )	- ( - )

(5) Unrealized Gains/Losses

		As of March 31, 2008	As of September 30, 2008	As of March 31, 2009
Securities	(million yen)	127,858 ( - 70,401)	35,935 ( - 170,538)	50,905 ( - 76,952)
Domestic stocks	(million yen)	50,874 ( - 79,142)	24,198 ( - 103,559)	1,421 ( - 49,453)
Domestic bonds	(million yen)	83,495 ( 26,381)	21,937 ( - 46,269)	53,860 ( - 29,635)
Foreign securities	(million yen)	-9,538 ( - 13,771)	-12,175 ( - 16,306)	-3,805 ( 5,732)
Real estate	(million yen)	27,193 ( 6,985)	28,473 ( 5,510)	27,038 ( - 154)

Notes:

- Net unrealized gains on securities are calculated as the difference between the carrying value before mark-to-market and the fair market value for securities with market value, other than trading-purpose securities. (The amount includes "monetary trusts," but excludes trading-purpose securities.)
- Real estate is for domestic real estate, including land lease right, and the amount is the level after revaluation.

## (6) Investment results and plans

		For the year ended March 31, 2009	Plan for the year ending March 31, 2010
Domestic stocks	(million yen)	65,255 ( - 148,750)	Flat
Domestic bonds	(million yen)	2,958,363 ( - 494,939)	Increase
Foreign stocks	(million yen)	20,158 ( - 3,269)	Flat
Foreign bonds	(million yen)	101,831 ( - 74,400)	Flat
Real estate	(million yen)	79,111 ( - 2,075)	Flat

\* ( ) indicates the amount of increase / decrease compared to the previous fiscal year.

## (7) Level of Indices where Unrealized Gains/Losses on Assets are Break-even

		As of March 31, 2009
Domestic stocks (NIKKEI Average)	(Yen)	8,002.00
Domestic stocks (TOPIX)	(points)	763.47
Domestic bonds	(%)	1.5
Foreign securities	(Yen)	104.65

## (8) Forecast for the Year Ending March 31, 2010-

		Forecast
Income from insurance premiums	(million yen)	Increase
Annualized premiums for policies in force	(million yen)	Increase
Policy amount in force	(million yen)	Increase

## (9) Cross Holdings with Domestic Banks

## i) Contributions from Domestic Banks

		Amount
Funds	(million yen)	-
Subordinated Loans and Debentures	(million yen)	-

## ii) Contributions to Domestic Banks

		Amount
Bank Stocks	(million yen)	-
Subordinated Loans and Debentures	(million yen)	-

## (10) Number of Employees

		As of March 31, 2008	As of September 30, 2008	As of March 31, 2009
Sales employees	persons	4,248 ( 0.2%)	4,300 ( 2.4%)	4,362 ( 2.7%)
Administrative personnel	persons	1,124 ( 10.8%)	1,175 ( 8.1%)	1,237 ( 10.1%)

## (11) Over-the-Counter Sales through Banks (Sony Life's sales of OTC through banks are only for individual annuities products)

			For the year ended March 31, 2008	For the year ended March 31, 2009	Sales since start of OTC sales through banks From October 2002 to March 2009
Variable annuities	Number of new policies	Number	34 ( 88.9%)	9 ( - 73.5%)	89
	Insurance premiums	Million Yen	44 ( 449.9%)	4 ( - 90.5%)	140
Fixed annuities	Number of new policies	Number	50 ( 31.6%)	42 ( - 16.0%)	183
	Insurance premiums	Million Yen	52 ( 264.3%)	59 ( 13.0%)	199

Products completely cleared			For the year ended March 31, 2009	Sales since start of OTC sales through banks From December 2007 to March 2009
Level premium plan term life insurance	Number of new policies	Number	4 ( - )	4 ( - )
	Insurance premiums	Million Yen	19 ( - )	19 ( - )

## Other (for the year ended March 31, 2009)

## Sales for the Second Half (or Six Months) Ended March 31, 2009

		For the six months ended March 31, 2008	For the six months ended March 31, 2009	
New policy amount	(million yen)	1,923,219	1,978,933	( 2.9%)
Surrender and lapse amount	(million yen)	939,219	1,155,860	( 23.1%)
Surrender and lapse rate	(%)	3.11%	3.67%	+0.56 ppt
Income from insurance premiums	(million yen)	329,864	334,925	( 1.5%)
Individual life insurance and annuities	(million yen)	325,219	330,223	( 1.5%)
Group insurance and annuities	(million yen)	3,588	3,594	( 0.1%)
Annualized premiums of new policies	(million yen)	32,249	30,753	( - 4.6%)
Of which third-sector products	(million yen)	6,765	6,930	( 2.4%)

## Measures against Reoccurrence of Non-payment Issues

Or measures enacted to prevent recurrence, major measures introduced during the current fiscal year include the following.

1. From October 2008, in the event that a decision is made not to pay requested insurance claim or benefit payments, Sony Life has started to pay customers part of the costs that they incur to acquire medical certificates.
2. In July 2008, Sony Life introduced a Claim and Benefit Request Interview Sheet and began operating a system (approximately ¥0.1 billion) using this sheet.
3. Sony Life changed the timing of sending customers a Notice Concerning Protection. From April 2009, the company began sending this notice several months prior to the policyholder's birthday, providing an opportunity to enhance its after-sale service process.
4. Sony Life has developed an extensive system to improve drastically the flow of operations when assessing payments.
  - In April 2008, the company completed extensive system developments, such as major revisions to its process flow and substantial upgrades to the precision of inputting information involving requested documents (approximately ¥1.0 billion).
  - Sony Life is currently undertaking large-scale system developments to enhance the information provided at the time of payment and to raise operational efficiency.

## Holdings of Securitized Papers and Other Sub-prime Related Investments

		As of March 31, 2009			
		Fair Value	As of March 31, 2008	Unrealized gains/losses	Gains/Losses recorded in income
Total securitized papers	(100 million yen)	604	634	-16	18
Of which, sub-prime linked	(100 million yen)	( - )	( - )	( - )	( - )
SPEs	(100 million yen)	—	—	—	—
CDO	(100 million yen)	—	—	—	—
Other Subprime or Alt-A exposure	(100 million yen)	—	—	—	—
CMBSs	(100 million yen)	—	—	—	—
Leveraged Finance	(100 million yen)	—	—	—	—
RMBS	(100 million yen)	—	—	—	—
Credit Link Note/Loan	(100 million yen)	—	—	—	—
Others	(100 million yen)	604	634	-16	18

## &lt;Reference&gt;

Sony Life holds convertible bond repackage notes (March 31, 2009 market value of 19.1 billion yen, unrealized losses of 1.4 billion yen) and principal protected 30 year bonds with Nikkei 225 index linked coupon (March 31, 2009 market value of 41.2 billion yen, unrealized losses of 0.1 billion yen.)

These amounts are included in "Net unrealized gains on other securities, (before taxes)" of Sony Life as of March 31, 2009.