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SONY CORP
Form 6-K
June 02, 2005

Form 6-K

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of June 2005
Commission File Number: 001-06439

SONY CORPORATION
(Translation of registrant's name into English)

7-35 KITASHINAGAWA 6-CHOME, SHINAGAWA-KU, TOKYO, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports
under cover of Form 20-F or Form 40-F,

Form 20-F X

Form 40-F ___

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934,
Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in
connection with Rule 12g3-2(b):82-_____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the
registrant has duly caused this report to be signed on its behalf by the
undersigned, thereunto duly authorized.

SONY CORPORATION
(Registrant)

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By: /s/ Katsumi Ihara
(Signature)

Katsumi Ihara
Executive Deputy President,
Group Chief Strategy Officer and
Chief Financial Officer

Date: June 06, 2005

List of materials

Documents attached hereto:

i) A press release regarding: Executive Appointments

June 2, 2005
No. 05-030E

Executive Appointments

Tokyo, Japan - Sony Corporation has decided candidates for the positions of Corporate Executive Officer. The selections are subject to the approval of the Board of Directors Meeting to be held on June 22, 2005.

Corporate Executive Officers (* to be concurrent with Director)

The candidates for Representative Corporate Executive Officer and Corporate Executive Officer are as follows. One new Corporate Executive Officer has been selected (**).

Representative Corporate Executive Officers

As of June 22

Howard Stringer*	Chairman and CEO
Ryoji Chubachi*	President and Electronics CEO
Katsumi Ihara*	Executive Deputy President and NC President of Home Electronics Network Company

Corporate Executive Officers

As of June 22

Nobuyuki Oneda	EVP and CFO
Keiji Kimura	EVP and Officer in charge of Technology Strategy, NC President of Information Technology & Communications Network Company
Nicole Seligman	EVP and General Counsel
Yutaka Nakagawa**	EVP and NC President of Personal Audio Visual Network Company

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Corporate Executive Officers Retired

As of June 22

Nobuyuki Idei	Scheduled to be appointed as Chief Corporate Advisor (Currently Chairman and Group CEO, Representative Corporate Executive Officer)
Kunitake Ando	Scheduled to be appointed as Advisor (Currently President, Representative Corporate Executive Officer)
Shizuo Takashino	Scheduled to be appointed as Corporate Executive (Currently Executive Deputy President and Sony Group China Representative, Corporate Executive Officer)
Teruo Masaki	Scheduled to be appointed as Advisor (Currently Executive Deputy President and Group General Counsel, Corporate Executive Officer)
Fujio Nishida	Scheduled to be appointed as Corporate Executive (Currently Executive Vice President, Officer in charge of Marketing and Corporate Communications, Corporate Executive Officer)
Takao Yuhara	Scheduled to be appointed as Corporate Executive (Currently Senior Vice President, Officer in charge of Finance and IR, Corporate Executive Officer)
Yasunori Kirihara	Scheduled to be appointed as Corporate Executive (Currently Senior Vice President, Officer in charge of Corporate Human Resources, Corporate Executive Officer)

The current executive titles are: "Corporate Executive Officer (Shikkoyaku)", "Executive Officer (Gyomu-Shikko-Yakuin)" and "Group Executive Officer (Group Yakuin)." From June 22, these titles will change: "Executive Officer (Gyomu-Shikko-Yakuin)" will become "Corporate Executive"; and "Group Executive Officer (Group Yakuin)" will become "Group Executive."

The rankings of "Senior Executive Vice President (Senmu)"; "Executive Vice President (Jouseki-Joumu)", "Senior Vice President (Joumu)" and "Vice President (Gyomu-Shikko-Yakuin)" have been abolished.

These will be replaced by two ranks - Executive Vice President (EVP) and Senior Vice President (SVP). The intention is to streamline layers and create a more transparent and effective management structure.