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SONY CORP
Form 6-K
April 01, 2008

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 April 2008
Commission File Number: 001-06439

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

1-7-1 KONAN, MINATO-KU, TOKYO, 108-0075, 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/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: April 1, 2008

List of materials

Documents attached hereto:

i) Press release announcing Executive Appointments

Sony Corporation
1-7-1 Konan
Minato-ku
Tokyo 108-0075

March 31, 2008
No. 08-042E

Executive Appointments

Tokyo, Japan - Sony Corporation has announced the following Executive appointments.

Member of the Board to Retire (as of March 31st)

Hirobumi Kawano

Executive Appointments (as of April 1st)

Hidenosuke Kanai Appointed in charge of Corporate Production Strategies
SVP, (Continues as Deputy President of Video Business Group)
Corporate Executive

(TV Business Group)

Hiroshi Yoshioka Appointed as President
SVP, (Currently President of Audio Business Group)
Corporate Executive

(Audio Business Group)

Katsumi Ihara Appointed as President
Executive Deputy President, (Continues as officer in charge of Consumer
Representative Corporate Products Group)
Executive Officer

(Corporate R&D)

Keiichiro Shimada Appointed as President of A3 Research Center
SVP, (Continues as President of Technology Development
Group,
Corporate Executive Senior General Manager of Consumer Products Group
UI Center)

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Tetsujiro Kondo
SVP,
Corporate Executive

Appointed as General Manager of SS-A3 Project
Department