

Edgar Filing: SONY CORP - Form 6-K

SONY CORP  
Form 6-K  
March 29, 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 March 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: March 29, 2005

List of materials

Documents attached hereto:

- i) Press release announcing Tracking Stock Changes Regarding Representative Director

March 25, 2005  
No. 05-016E

Company name: Sony Corporation  
Representative's title and name: Chairman Nobuyuki Idei  
(stock code: 6758 Tokyo Stock Exchange First Section)  
(tracking stock subsidiary)  
Company name: Sony Communication Network Corporation  
Representative's title and name: Representative Director,  
Corporate Executive Officer and President Senji Yamamoto  
(stock code: 6758-5 Tokyo Stock Exchange First Section)  
For inquiries: Managing Director and COO Yukinao Kondo

TRACKING STOCK (6758-5)  
SONY COMMUNICATION NETWORK CORPORATION  
ANNOUNCES CHANGES REGARDING  
REPRESENTATIVE DIRECTOR

Sony Communication Network Corporation (hereinafter, "SCN"), a subsidiary the performance of which is linked to a tracking stock issued by Sony Corporation, announced today the following decisions regarding SCN's Representative Director. It is expected that these changes will be formally adopted at an SCN Extraordinary General Shareholders Meeting and an SCN Extraordinary Board of Directors Meeting, which are expected to be held on April 1, 2005.

1. Description of changes

|  |                   |  |
|--|-------------------|--|
| -----  |                   |  |
| New Title  | Name              | Prior Title  |
| Director, Corporate Executive Officer and Chairman                 | Senji Yamamoto    | Representative Director, Corporate Executive Officer and President |
|  |                   |  |
| New Title  | Name              | Prior Title  |
| Representative Director, Corporate Executive Officer and President | Kenichiro Yoshida | Corporate Executive Officer (Corporate Planning Div.)              |

2. Reasons for change

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SCN, while commemorating the 10th anniversary of its establishment, strengthens its management system to develop corporate value through business development. Senji Yamamoto accomplishes his new duties as

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Chairman.

3. Date of new appointments

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April 1, 2005 (Friday)

4. Biography of the newly appointed Representative Director

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|               |  |                                    |
|---------------|--|------------------------------------|
| New Title     | Representative Director, Corporate Executive Officer and President |                                    |
| Name          | Kenichiro Yoshida  |                                    |
| Birthplace    | Kumamoto Prefecture  |                                    |
| University    | University of Tokyo, Economics Department                          |                                    |
| Date of birth | October 20, 1959   |                                    |
| Biography     | April 1983   | Enters Sony Corporation            |
|               | July 2000  | Enters SCN                         |
|               | Sept. 2000-  | Director of So-net M3 Inc.         |
|               | May 2001-  | Corporate Executive Officer of SCN |
|               | June 2003-   | Director of DeNA Co., Ltd.         |

Cautionary statement:

Statements made in this release with respect to Sony Corporation and Sony Communication Network's ("SCN") current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of SCN. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Therefore, SCN cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them.

For inquiries, please contact:

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[www.sony.co.jp/IR/](http://www.sony.co.jp/IR/)

Sony Communication Network Corporation, IR Section

7-35, Kita-Shinagawa 4-chome Shinagawa-ku, Tokyo 140-0001 Tel: (03) 3446-7210  
[www.so-net.ne.jp/corporation/IR/](http://www.so-net.ne.jp/corporation/IR/)