

SONY CORP  
Form 6-K  
March 26, 2013

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 2013  
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)

By: /s/ Masaru Kato  
(Signature)  
Masaru Kato  
Executive Vice President and  
Chief Financial Officer

Date: March 26, 2013

List of materials

Documents attached hereto:

- i) Notice Concerning Change of Representative Corporate Executive Officer
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March 26, 2013

Notice Concerning Change of  
Representative Corporate Executive Officer

Sony Corporation today announced a change in Representative Corporate Executive Officer as follows.

1. Reason for Change

Resignation by himself

2. Retiring Representative Corporate Executive Officer

Name: Ryoji Chubachi

Title: Representative Corporate Executive Officer, Vice Chairman

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Dr. Ryoji Chubachi is resigning from his position as Representative Corporate Executive Officer of Sony Corporation as of March 31, 2013, and has been appointed to be President of the National Institute of Advanced Industrial Science and Technology beginning April 1, 2013.

3. Date of Change

March 31, 2013