

SONY CORP  
Form 6-K  
May 24, 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 May 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: May 24, 2013

List of materials

Documents attached hereto:

- i) Press Release announcing Issuance of Unsecured Straight Bonds for Japanese Retail Investors.
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News & Information

1-7-1 Konan, Minato-ku  
Tokyo 108-0075 Japan

No. 13-066E  
May 24, 2013

### Issuance of Unsecured Straight Bonds for Japanese Retail Investors

Tokyo, May 24, 2013 -- Sony Corporation (the “Corporation”) announced today that it has determined to issue unsecured straight bonds (the “Bonds”) for Japanese retail investors in the total principal amount of 150.0 billion yen. The outline of the Bonds to be issued is as follows.

#### Outline of the Bonds

- |                                           |                                                                                                                                                |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The name of the Bonds                  | The Twenty-ninth Series Unsecured Bonds                                                                                                        |
| 2. Total amount of issue                  | The aggregate issue amount of ¥150.0 billion                                                                                                   |
| 3. Denomination of each Bond              | 1 million yen                                                                                                                                  |
| 4. Issue price                            | 100% of the principal amount                                                                                                                   |
| 5. Interest payment dates                 | June 19 and December 19 of each year                                                                                                           |
| 6. Issue date                             | June 19, 2013                                                                                                                                  |
| 7. Maturity date                          | June 19, 2018 (Five year maturity term)                                                                                                        |
| 8. Ratings (planned)                      | The Bonds will be given ratings of “A-” from Rating and Investment Information, Inc. (R&I) and “A” from Japan Credit Rating Agency, Ltd. (JCR) |
| 9. Commissioned companies for Bondholders | Sumitomo Mitsui Banking Corporation and<br>The Bank of Tokyo-Mitsubishi UFJ, Ltd.                                                              |

Note: This press release is intended as general information regarding Sony Corporation’s issuance of unsecured straight bonds and does not constitute or form a part of any offer of securities for sale in the United States or Canada. The securities have not been and will not be registered under the Securities Act of 1933, as amended (the “Securities

Act”) and may not be offered or sold in the United States or to, or for the benefit of a U.S. person (as defined in Regulation S under the Securities Act) absent registration or an applicable exemption from the registration requirements under the Securities Act.