



SONY COMPUTER ENTERTAINMENT ESTABLISHES SCE WORLDWIDE STUDIOS

Tokyo, September 14, 2005 – Sony Computer Entertainment Inc. (SCEI) announced today that it had combined all of its games development studios around the world to form SCE Worldwide Studios (SCE WWS), effective September 1, 2005.

While creating game software under the management of each region headquarters in Japan, North America, Europe and South Korea, and producing numbers of exciting software titles that match the taste of customers of each region, SCE internal games development studios have also communicated closely to bring forth some of the worldwide hit franchises. SCE WWS will further accelerate the creation of global hit titles and be responsible for creative, technical and strategic direction setting of development and production of computer entertainment software for the PlayStation® platforms. Phil Harrison, executive vice president of Sony Computer Entertainment Europe Ltd. responsible for games development, has been named president of the new organization. Working closely with the management teams and development studios in Japan, North America and Europe, he will oversee SCE's game software development operations.

“As SCE enters its second decade, we need to challenge to reinforce our games development power and create new entertainment experiences that will bring out the best of the technology in platforms such as PSP® (PlayStation®Portable), PLAYSTATION®3, and beyond,” said Ken Kutaragi, president and group CEO, SCEI. “With PlayStation, favored by 200 million people all over the world, combined with Phil's strong leadership, I am confident that the power of our development studios are further empowered to create more new and innovative titles.”

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“SCE is unique in having innovative development studios in the US, Europe and Japan, that have each created numerous global hit titles. By combining the wealth of creativity and talent of games development we can dramatically change the landscape of computer entertainment,” said Phil Harrison, president, SCE Worldwide Studios. “I am honored to be taking on that challenge working alongside the best people in the business.”

About Sony Computer Entertainment Inc.

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system and the PSP® (PlayStation®Portable) handheld entertainment system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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