



## **SONY COMPUTER ENTERTAINMENT ANNOUNCES LAUNCH OF PLAYSTATION®2 IN SOUTH KOREA**

*Sony Computer Entertainment Korea Inc. Established in South Korea*

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**Tokyo, January 24, 2002** – Sony Computer Entertainment Inc. (SCEI) announced today that it would release PlayStation®2 computer entertainment system, and PlayStation®/PlayStation 2 software titles beginning February 22<sup>nd</sup>, 2002. Products will be distributed through Sony Computer Entertainment Korea Inc. (SCEK), a fully owned subsidiary of SCEI, established in December 2001.

Since its launch in Japan, PlayStation 2 has become widely available around the world, with its worldwide shipment reaching over 23 million units as of November 2001. Together with the PlayStation game console released in 1994, PlayStation/PlayStation 2 format is chosen by more than 100 million people in over 100 countries around the globe, offering the attractive world of interactive computer entertainment.

With the launch of PlayStation 2, home computer entertainment platform will be introduced for the first time to over 14.391 million households. South Korea is at the forefront of broadband initiative, with the highest installation of broadband networks into homes. By integrating the ever advancing network gaming technology with home computer entertainment on broadband, a new world of computer entertainment is expected to be created by South Korean software developers, not only for the South Korean market but also for the rest of the world.

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## 2-2-2-2 SCEI Announces Launch of PlayStation®2 in South Korea

The PlayStation 2 unit to be launched in South Korea is NTSC compatible with DVD region code 3. Suggested retail price is expected to be KRW 358,000. Approximately 20 software titles are expected to be released by the end of March 2002.

“PlayStation 2, the most favored home computer entertainment platform, is finally coming into the South Korean market,” said Yeo-Eul Yoon, President of Sony Computer Entertainment Korea. “We are ready to provide the best interactive entertainment in the best quality at a reasonable price. With its launch, we aim to introduce the new excitement of video game entertainment at homes, which can only be experienced through PlayStation 2. And by licensing PlayStation/PlayStation 2 format to high caliber software developers in South Korea, I hope that South Korea will rise as a new power in the gaming world by providing high quality game titles that can be enjoyed by the people of the world.”

With PlayStation and PlayStation 2, Sony Computer Entertainment will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

### **About Sony Computer Entertainment Korea Inc.**

|                               |  |
|-------------------------------|--|
| <b>Name:</b>                  | Sony Computer Entertainment Korea Inc. (SCEK)                            |
| <b>Date of Establishment:</b> | December 3rd, 2001   |
| <b>Location:</b>              | 14F Koosan Tower, 3250 Bangbae-Dong,<br>Seocho-Gu, Seoul, 137-854, Korea |
| <b>Capital:</b>               | KRW 2.5 billion  |
| <b>Capital Structure:</b>     | 100% owned by SCEI   |
| <b>President:</b>             | Yeo-Eul Yoon   |
| <b>Employees:</b>             | 26 (as of December 3rd, 2001)  |

### **President Biography**

Yeo-Eul Yoon (Born May 1956)

|               |  |
|---------------|--|
| 1976-1979     | Military Duty, Korean Air Force Intelligence                 |
| December 1989 | Founded Sony Music Entertainment Korea,<br>President         |
| December 2001 | Founded Sony Computer Entertainment Korea Inc.,<br>President |

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3-3-3-3 SCEI Announces Launch of PlayStation®2 in South Korea

**Product Outline**

**Product Name:** PlayStation®2  
 SCPH-30005R

**Available:** February 22<sup>nd</sup>, 2002

**Suggested Retail Price:** KRW 358,000 (including tax)

**Included:** PlayStation 2 computer entertainment system x 1  
 Analog Controller “Dual Shock®2” x 1  
 AV Cable (Audio/Visual combined) x 1  
 AC adapter x 1

**Region Code:** PlayStation/PlayStation 2 software: NTSC/J  
 DVD Video: 3 (South East Asia excluding China)

(\* PlayStation/PlayStation 2 and DVD video software compatible with only above region code are playable)

**List of Expected Titles**

| <b>Title</b>                     | <b>Publisher</b>                       | <b>Release Date</b>       |
|----------------------------------|--|---------------------------|
| ICO                              | Sony Computer Entertainment Korea Inc. | February 22 <sup>nd</sup> |
| Tekken Tag Tournament            | Sony Computer Entertainment Korea Inc. | February 22 <sup>nd</sup> |
| Jak&Daxter: The Precursor Legacy | Sony Computer Entertainment Korea Inc. | February 22 <sup>nd</sup> |
| Dynasty Warriors 2               | KOEI Korea Co., Ltd.                   | February 22 <sup>nd</sup> |
| Winback                          | KOEI Korea Co., Ltd.                   | February 22 <sup>nd</sup> |
| Maximo                           | KOKO CAPCOM Co., Ltd.                  | February 22 <sup>nd</sup> |
| Devil May Cry                    | KOKO CAPCOM Co., Ltd.                  | February 22 <sup>nd</sup> |
| Onimusha                         | KOKO CAPCOM Co., Ltd.                  | February 22 <sup>nd</sup> |
| Wave Rally                       | HanbitSoft Inc.                        | February 22 <sup>nd</sup> |
| Thunderstrike: Operation Phoenix | HanbitSoft Inc.                        | February 22 <sup>nd</sup> |
| SSX Tricky                       | Electronic Arts Korea LLC              | February 22 <sup>nd</sup> |
| 007 James Bond-Agent: Under Fire | Electronic Arts Korea LLC              | February 22 <sup>nd</sup> |
| NBA Live 2002                    | Electronic Arts Korea LLC              | February 22 <sup>nd</sup> |
| NBA Street                       | Electronic Arts Korea LLC              | February 22 <sup>nd</sup> |

\*Titles by release date and by alphabetical order of publisher

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#### 4-4-4-4 SCEI Announces Launch of PlayStation®2 in South Korea

##### **List of Licensees** (in alphabetical order)

AOZORA ENTERTAINMENT Co., Ltd.  
Axis Entertainment Inc.  
BANDAI Korea Co., Ltd.  
Cinepix Inc.  
Digital Dream Studios Co., Ltd.  
Electronic Arts Korea LLC  
eSofnet Co., Ltd  
HanbitSoft Inc.  
Joycast Co., Ltd.  
KOEI Korea Co., Ltd.  
Konami Marketing (Asia) Limited  
KOKO CAPCOM Co., Ltd.  
KRGSOFT Co., Ltd.  
MEG Studio inc.  
NEXON Corp.  
Phantagram Limited  
SOFTMAX Co., Ltd.  
SONNORI  
SunnyYNK Inc.  
WIZARD SOFT Co., Ltd.  
WIZGATE Co., Ltd.  
XYZ Entertainment Co., Ltd.

##### **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 and PlayStation®2 computer entertainment system. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., develops, publishes, markets and distributes software, and manages the third party licensing programs for these two 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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PlayStation and the PlayStation logo, PS one and PS2 are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.