



**SONY COMPUTER ENTERTAINMENT LAUNCHES NEW COLOR  
SERIES OF MEMORY CARD (8MB) FOR PLAYSTATION®2 AND  
ANALOG CONTORLLER DUALSHOCK®2**

*New Color Series to Become Available on June 27<sup>th</sup>, 2002*

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**Tokyo, June 24, 2002** – Sony Computer Entertainment Inc. (SCEI) announced today that beginning June 27<sup>th</sup>, 2002, four new colors will become available for its Memory Card (8MB) for PlayStation®2 and Analog Controller DUALSHOCK®2 at the newly set suggested retail price of JPY 2,800 (excluding tax).

With new color variations, users are provided with fun of choosing their favorite color from among five colors.

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.

- more -

2-2-2-2 SCEI Launches Color Series of Memory Card (8MB) and DUALSHOCK 2

**Product Name:**

Analog Controller DUALSHOCK®2

Crystal	SCPH-10010 C
Emerald	SCPH-10010 G
Crimson Red	SCPH-10010 R
Lemon Yellow	SCPH-10010 Y

Memory Card (8MB) (for PlayStation®2)

Crystal	SCPH-10020 C
Emerald	SCPH-10020 G
Crimson Red	SCPH-10020 R
Lemon Yellow	SCPH-10020 Y

**Suggested Retail Price:** JPY 2,800 (excluding tax)

**Available:** June 27<sup>th</sup>, 2002

**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. 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. 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 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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