



**SONY COMPUTER ENTERTAINMENT
SETS NEW PRICE FOR S VIDEO CABLE**

To Become Available at A Suggested Retail Price of 2,500 Yen Beginning July 25th, 2002

Tokyo, July 22, 2002 – Sony Computer Entertainment Inc. (SCEI) announced today that beginning July 25th, 2002, a new suggested retail price of JPY 2,500 (excluding tax) was set for S Video Cable (SCPH-10060) from its previous suggested retail price of JPY 3,000.

Reference:

- AV Cable (integrated Audio/Visual) (SCPH-10030)
Suggested Retail Price: JPY 1,000 (excluding tax)
- Component AV Cable (for PlayStation®2) (SCPH-10100)
Suggested Retail Price: JPY 2,500 (excluding tax)
- D-terminal AV Cable with Audio Plugs (for PlayStation®2) (SCPH-10330)
Suggested Retail Price: JPY 2,500 (excluding tax)
- AV Multi Cable (VMC-AVM250) (product of Sony Corporation)
Suggested Retail Price: JPY 3,000 (excluding tax)

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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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