



PLAYSTATION®2 ACHIEVES CUMULATIVE SHIPMENT OF 10 MILLION UNITS IN JAPAN

Tokyo, July 25, 2002 – Sony Computer Entertainment Inc. (SCEI) announced today that on July 24th, 2002, cumulative shipments of PlayStation®2 computer entertainment system had reached 10 million units in Japan.

The achievement of 10 million unit shipment is solely for the Japanese market and does not include shipments to Asian countries and regions (Hong Kong, Singapore, Thailand, Malaysia and Taiwan) and to South Korea, which are included in official quarterly announcement. This important milestone comes only in 2 years and 5 months since its launch in Japan in March 2000, and 7 months faster than the original PlayStation® reached the same shipment. Also, this is 1.4 times more in volume compared to shipments of PlayStation during the same period after launch. PlayStation 2 is firming up its position as the core entertainment platform in the home.

PlayStation 2 has been supported by a wide range of users. In response to various feedback from users, color series of Memory Card (8MB) for PlayStation 2 was made available in June 2002 and a limited edition of PlayStation 2 “2002 Color Series” (Ocean Blue) was launched in July 2002. SCEI has also developed affordable software lineup that suits the needs of various users; “MEGA HITS” series in December 2001 and “PlayStation 2 the Best” series in June 2002, both provide big hit titles at reasonable prices.

-more-

2-2-2-2 PlayStation 2 Achieves Cumulative Shipment of 10 Million Units in Japan

A number of new titles are expected to be released from our third party developers and publishers and SCEI expect a positive spiral effect from expanding hardware sales and high quality software titles.

In addition, SCEI also aims to expand PlayStation business by offering a new joy of computer entertainment though on-line gaming experience, integrating the advantages of both packaged and networked media.

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 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.

###

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.