



PLAYSTATION®2 ACHIEVES CUMULATIVE WORLDWIDE SHIPMENT OF 70 MILLION UNITS

Holiday Software Shipments Grow 27 Percent, Breaking All Records

Tokyo, January 14, 2004 – Sony Computer Entertainment Inc. (SCEI) announced today that cumulative worldwide shipment of its PlayStation®2 computer entertainment system reached more than 70 million units on January 13, 2004. Since its launch in Japan on March 4, 2000, PlayStation 2 continues to grow strongly, securing its place as the digital entertainment platform of choice in homes around the world.

Shipment of PlayStation 2 has grown at 1.6 times the rate of the original PlayStation, reaching 70 million units in just 3 years and 10 months after launch.

In its fourth year since launch, PlayStation 2 software titles reached a record breaking shipment of 66 million units during this year's peak-selling holiday season, while hardware sales (sell-through)^(*) maintained its excellent performance, with more than 7.83 million units sold to the consumers around the world.

More than 1.11 million units of PlayStation 2 computer entertainment system were sold to consumers in Japan from the beginning of November 2003 until the end of the first week of January 2004, showing an 18 percent growth compared to the same period of the previous year. Sales in Europe/PAL territories for the months of November and December exceeded 3.56 million units, an increase of 5% over the same period last year, while North America sold more than 2.94 million units during the same period. Combined, sell-through of PlayStation 2 hardware reached over 7.83 million during the two months.

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On the software front, over 2,900 titles have been released worldwide proving that PlayStation 2 is still in its peak years. Cumulative software shipment exceeded 500 million units worldwide to date. A wide variety of new and exciting software titles were made available for this holiday peak-selling season, bringing in a host of major hit titles to the audience. In North America and Europe/PAL territories, the innovative *EyeToy™* series from Sony Computer Entertainment became a massive hit with over 2.4 million units shipped in the Europe/PAL territories alone. Other big hit titles included *Medal of Honor™ Rising Sun*, *Need for Speed™ Underground*, *The Lord of the Rings™; The Return of the King™* and *FIFA Football 2004*, all from Electronic Arts and *Tony Hawk's Underground* from Activision, Inc. Japan also delivered big hits such as *Minna No Golf®4*, which became a million-seller, and *Gran Turismo®4 "Prologue Version"*, shipping over 700,000 units^(*2), both from SCE. *MOBILE SUIT Z GUNDAM™ A.E.U.G. vs. TITANS* from BANDAI CO.,LTD, *TAIKONOTATSUJIN™ APPARE SANDAIME* from NAMCO LIMITED and *BIO HAZARD® OUT BREAK* from CAPCOM CO.,LTD. are also among the array of hit titles in the Japanese market. As a result, shipment of PlayStation 2 software in the months of November and December saw an outstanding 27 percent growth worldwide year-over-year, reaching a remarkable figure of 66 million units, which broke all shipment records in its history.

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.

PlayStation 2 Cumulative Shipments by Territory (as of January 13, 2004)

- Japan (including Asia^(*3))
16.18 million units (launch date: March 4, 2000)
- North America
29.26 million units (launch date: October 26, 2000)
- Europe/PAL
24.56 million units (launch date: November 24, 2000)

Worldwide Shipment: 70 million units

(*1) Sell-through figures of PlayStation 2 are estimated by SCEI.

(*2) Includes shipments of "PlayStation 2" Racing Pack

(*3) Includes shipments to Asian countries and regions including South Korea.

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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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