



## **SONY COMPUTER ENTERTAINMENT INC. ADOPTS NEW PLATFORM BILLING SERVICE USING i-mode® FOR PLAYSTATION®2 AND PSP™ PLATFORMS**

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**Tokyo, October 27, 2004** – Sony Computer Entertainment Inc. (SCEI), announced today that it would adopt NTT Docomo, Inc.'s platform billing service as a new payment method for on-line gaming content provided on the PlayStation®2 computer entertainment system and PSP™ (PlayStation® Portable). This new service is scheduled to be introduced in spring 2005 in Japan and SCEI will actively promote its use to third party developers and publishers as well as other content providers to drive more diverse and enhanced on-line gaming content and services.

As of September 2004, a total of 67 on-line gaming titles have already been released for PlayStation 2 in Japan alone with more and more fresh and exciting on-line titles expected to become available. In addition to credit cards and WebMoney already adopted as the billing method for on-line services on PlayStation 2, SCEI will now introduce a new billing/payment system that utilizes mobile phones best suited for easy and safe settlement of small amounts. With this approach, SCEI aims to provide a more accessible environment to enjoy on-line gaming and services, targeting a wider audience, particularly those who do not carry or do not wish to use credit cards.

SCEI will also adopt the platform billing service using i-mode for PSP, the new handheld video game system, and promote an entirely new way of enjoying game content and services anytime, anywhere.

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With this service on PlayStation 2 and PSP, third party developers and publishers will be able to develop their business more flexibly, such as charging on-line gaming fees or downloading extra characters and game data, while ensuring the security of content. Furthermore, SCEI will introduce new application, in which digital content together with digital keys that unlock the usage of content, can be transferred from mobile phones to PSP through the IrDA port.

SCEI will continue to introduce new business initiatives that will offer diverse and attractive game content and services further encouraging the expansion of the gaming market as well as the creation of a broader entertainment market.

### **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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