



**SONY COMPUTER ENTERTAINMENT JAPAN
LAUNCHES PLAYSTATION®2 IN A NEW COLOR**
PlayStation®2 “Ceramic White” to Become Available on May 26th in Japan

Tokyo, May 9, 2005 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that PlayStation®2 will become available in a new color, “Ceramic White”, beginning Thursday, May 26th 2005, at an open price.

Given the numerous requests and strong popularity of the color “Ceramic White” in Japan, SCEJ decided to launch PlayStation 2 in this color. The new hardcover size PlayStation 2 will now become available at a stylish color making it a fashionable item to enjoy coordination with interior decorations and audio-visual products.

Since the release of the new slim line model (in “Charcoal Black” color) in November 2004, PlayStation 2 has enjoyed strong sales with active demand from first time buyers as well as repurchasing users, and with this, it has reached cumulative shipments of 20 million units in Japan (including Asia) as of end of March this year. This remarkable achievement of 20 million units comes within a little more than 5 years since PlayStation 2 was made available for the first time in March 2000, which is approximately 3 years faster than the original PlayStation®, launched in 1994. Software shipments also hit an all-time record of 42 million units in fiscal year 2004, indicating that the PlayStation platform is still growing strong.

-more-

2-2-2-2 SCEJ Launches PlayStation 2 in a New Color

“Ceramic White” for the new PlayStation 2 will become available as a standard color along with the existing “Charcoal Black”. SCEJ will also release a *Vertical Stand (for PlayStation 2)* in the same “Ceramic White” color.

By adding this new popular color to PlayStation 2, along with *PlayStation 2 the Best* series, which offers popular titles from the past at a reasonable price, and a suite of exciting titles to be released from first and third party developers/publishers, SCEJ aims to promote to repurchasing users and additional buyers and further expand the platform.

SCEJ will continue to expand PlayStation, PlayStation 2 and PlayStation®Portable platforms and will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

Product Outline

Product Name	PlayStation®2
Color	Ceramic White
Product Code	SCPH-70000 CW
Release Date	May 26 th , 2005 (Thursday)
Recommended Retail Price	Open Price

Separately Sold Accessories

Product Name	Vertical Stand (for PlayStation®2)
Product Code	SCPH-70110 CW
Color	Ceramic White
Release Date	May 26 th , 2005 (Thursday)
Recommended Retail Price	1,500 yen (1,575 yen tax inclusive)

*The Vertical Stand for the old model (SCPH-10040 and SCPH-10220) cannot be used with the new PlayStation 2 (SCPH-70000 CW), due to difference in design.

-more-

3-3-3-3 SCEJ Launches PlayStation 2 in a New Color

About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system and the PlayStation®Portable handheld entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

###

PlayStation and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.