



PLAYSTATION® RECEIVES EMMY AWARD FROM NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

Tokyo, September 30, 2005 – Marking its 10-year anniversary in North America, Sony Computer Entertainment Inc. announced today that the ground-breaking PlayStation® game console has been awarded an Emmy for Outstanding Achievement in Technology and Advanced New Media for pioneering the 3D polygonal-based gaming experience. Sony Computer Entertainment America president and CEO Kaz Hirai will be on hand to accept the award at the 57th Annual Technology & Engineering Emmy Awards today in Princeton, New Jersey hosted by the National Academy of Television Arts and Sciences (NATAS). Breaking the 100-million unit sales milestone in June, the original PlayStation is the best-selling in-home game console worldwide, and is primarily regarded for transforming videogaming into a mass-market proposition.

“When the concept for PlayStation was in its infancy in the early 1990s, we had a dream to elevate the quality of computer graphics from a 2D-based environment to a rich, realistic 3D experience. At the same time, we intended to bring in a new form of entertainment through the living room in a manner that would allow people all over the world to enjoy the pleasures of interactive entertainment,” said Ken Kutaragi, president and group CEO, Sony Computer Entertainment Inc. “Even with this lofty goal in mind, the achievement and market acceptance for PlayStation have even exceeded my wildest expectations. In its tenth year on the market, we are honored to be awarded a prestigious Emmy to commemorate the significant role PlayStation played in creating a new computer entertainment world.”

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2-2-2-2 PlayStation Receives Emmy Award

Founded in 1955, NATAS presents Emmy awards in the area of Technology & Engineering for groundbreaking work in television broadcast and production systems, interactive television and other new media technologies.

“ Emerging technologies in digital media play an important role in the way in which people consumer in-home entertainment, and gaming in particular has been a consistent source of innovation in recent years,” said Seth Haberman, Chair of Video Gaming and Technology Awards panel for NATAS. “We felt that the advent of PlayStation personified a significant shift in the direction of the gaming and are pleased to recognize Sony Computer Entertainment for its contribution.”

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, the PlayStation®2 computer entertainment system and the PSP® (PlayStation®Portable) handheld 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. PSP is a new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. 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 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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