



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO
INTRODUCE DYNAMIC IN-GAME ADVERTISING**
Dynamic In-Game Advertising for PLAYSTATION®3 in Japan

Tokyo, July 11, 2008 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced the introduction of dynamic in-game advertising for PLAYSTATION®3 (PS3®) in Japan in collaboration with Double Fusion Japan (KK) and IGA Worldwide, Inc.,^{*1} selected as the first two ad distribution partners.

Dynamic in-game advertising is a new advertising service that utilizes spaces in games such as billboards and wall surfaces as ad spaces. By having PS3 online, and with the overwhelming computational power of the Cell Broadband Engine™, dynamic advertising will become possible on various games for PS3. Along with Double Fusion Japan (KK) and IGA Worldwide, Inc., known for their wealth of expertise and know-how in the in-game advertising field, SCEJ will expand the dynamic in-game advertisement service by applying in-game ad spaces openly and effectively as an advertising medium.

By having a broad range of business partners participate in this business, as well as an expansive catalog of upcoming software titles for PS3, SCEJ will continue to enhance the new world of entertainment and vigorously promote PS3 as the next generation computer entertainment platform.

^{*1} the company names are in alphabetical order.

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, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) 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 handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. 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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