



**FOR IMMEDIATE RELEASE**

**ANDREW HOUSE NAMED NEW PRESIDENT AND CEO OF  
SONY COMPUTER ENTERTAINMENT EUROPE**  
*CMO of Sony Corporation Is Appointed President & CEO, SCEE*

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**Tokyo, April 15, 2009** – Sony Computer Entertainment Inc. (SCEI) announced today that Andrew House, Chief Marketing Officer (CMO) and Group Executive of Sony Corporation, has been named President, Chief Executive Officer (CEO) and Co-Chief Operating Officer (Co-COO) of Sony Computer Entertainment Europe (SCEE) as of May 1, 2009.

In his new role, House will be responsible for managing the PlayStation business across nearly 100 countries in the Europe/PAL territories, including the company's PlayStation®2, PSP® (PlayStation®Portable) and PLAYSTATION®3 platforms as well as PlayStation®Network.

House joined Sony Corporation in 1990, where he worked in corporate communications for Sony Corporation (Japan) for five years. In April 1995, he was assigned to the marketing and communications division of SCEI, contributing to the marketing and promotion of the original PlayStation® computer entertainment system as well as its game titles. In March 1996, House was promoted to Vice President, Marketing of Sony Computer Entertainment America, where he led SCEA's marketing efforts to establish the North American market for the original PlayStation as well as formulating and executing the market strategies which led to the successful launch of the PlayStation 2 and PSP businesses. House was also instrumental in developing the PlayStation brand into a household name in North America. In addition to his marketing responsibilities, he also led the Third Party Relations and Developer Support divisions from 2000, making sizeable

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contributions in establishing and maintaining firm relationships with third party game developers and publishers in North America as well as growing content alliances.

Acknowledged for his invaluable contribution to the expansion of the PlayStation business and to the company's marketing and brand management efforts, House was appointed CMO of Sony Corporation in 2005, with global responsibility for corporate marketing across all of Sony's businesses with primary emphasis in building value in the Sony brand.

"I'm very happy to welcome Andrew back to the PlayStation business and to work closely with him again" said Kazuo Hirai, President and Group CEO, Sony Computer Entertainment. "I'm confident that the skills and expertise Andy has gained over the years working as Sony's CMO will contribute enormously in leading the PlayStation business in Europe/PAL countries and regions and to bring new initiatives in managing the business in the coming networked era."

"I'm delighted to return to the PlayStation fold and excited to take on this new challenge," said Andrew House, "I have strong ties to the interactive entertainment industry and I believe there is huge potential for further growth of our business in the Europe/PAL countries and regions, particularly in the area of networked entertainment. I'm looking forward to working with everyone at SCEE and with other groups in Sony to help achieve this potential."

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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, 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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