



FOR IMMEDIATE RELEASE

**KUNIMASA SUZUKI NAMED NEW DEPUTY PRESIDENT OF
SONY COMPUTER ENTERTAINMENT INC.**

Tokyo, June 26, 2009 – Sony Computer Entertainment Inc. (SCEI) announced today that Kunimasa Suzuki has been named Representative Director, Deputy President of SCEI effective July 1, 2009, in addition to his current role as SVP, Deputy President, Networked Products & Services Group (NPSG), Sony Corporation (Sony). Suzuki will report to Kazuo Hirai, President and Group CEO, SCEI, and EVP and President, NPSG, Sony, and assist him in managing the day-to-day operations of the PlayStation® business overall. He will specifically be responsible for the areas of strategy and product planning, with both the Strategy Planning Division and Product Planning Division reporting directly to him.

Suzuki joined Sony Corporation in 1984, and was assigned to the Overseas Marketing Division, working in Saudi Arabia and the United States. In 1995, he was transferred to Sony Argentina S.A. as President, where he devoted his efforts towards expanding sales of Sony products in South America. In 1999, he was appointed General Manager, Global VAIO Direct Company, Sony, and until March 2007, contributed significantly to further expanding the VAIO business and firmly establishing it as one of Sony's signature brands. In April 2007, he was appointed General Manager, Consumer Products Group Integrated Products and Business Strategy, Sony, and in November, General Manager, Consumer Products Group Corporate Planning Office, Sony, where he was heavily involved in the development of consumer electronics products. From April 2008 to March 2009, he served as EVP, Sony Electronics Inc. in the United States. In April 2009, Suzuki assumed the position of Deputy President, NPSG, and is now working in tandem with Kazuo Hirai in formulating strategies and business direction as well as executing various key initiatives.

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Suzuki combines strong leadership qualities with a profound knowledge of network business and strategy that he has accumulated over many years working in the area of consumer products, such as VAIO. Together with Hirai, he will now spearhead the PlayStation business, where the network will now play an even greater role in expanding the business going forward.

“I’m very happy and pleased to welcome Kuni to the PlayStation team,” said Kazuo Hirai. “He has been working with me very closely as my right hand man at NPSG, and I’m confident that his talent and expertise in the area of consumer electronics products and network businesses, as well as the abundant skills and know-how he has gained through his experiences in diverse international markets will bring new energy to SCE and help accelerate the further expansion of the PlayStation business globally.”

“I’m extremely excited to join the PlayStation team,” said Kunimasa Suzuki. “I’m determined to maximize my contribution to accelerating the expansion of the PlayStation business, one of Sony’s core categories, and at the same time play an active role in linking the consumer electronics and PlayStation teams to strategically fuse both businesses and create new and truly unique Sony user experiences.”

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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