

Sony Corporation

Sony Computer Entertainment Inc.

PHASED RESTORATION OF PLAYSTATION®NETWORK AND QRIOCITY™ SERVICES ALSO BEGINS IN JAPAN AND ASIAN COUNTRIES AND REGIONS

Tokyo, May 27, 2011 – Sony Corporation and Sony Computer Entertainment (SCE) announced that Sony Network Entertainment International (SNEI, the company) will begin a phased restoration of PlayStation®Network and Qriocity Services in Japan and Asian countries and regions including Taiwan, Singapore, Malaysia, Indonesia, and Thailand*¹ on May 28. A new identity protection program will also be offered in conjunction with the phased restoration for PlayStation Network and Qriocity customers in Japan.

Increased Security Measures

Working closely with respected outside security firms, the company has implemented new and additional security measures that strengthen safeguards against unauthorized activity, and provide consumers with greater protection of their personal information.

The company has made considerable enhancements to the data security, including updating and adding advanced security technologies, additional software monitoring and penetration and vulnerability testing, and increased levels of encryption and additional firewalls. The company also added a variety of other measures to the network infrastructure including an early-warning system for unusual activity patterns that could signal an attempt to compromise the network.

As an additional measure, a Chief Information Security Officer was created at SNEI who will work to reinforce overall information security across the company's network infrastructure.

“I'd also like to send my sincere regret to customers in Japan and Asian countries and regions for the inconvenience these events have caused you,” said Kazuo Hirai, Executive Deputy President, Sony Corporation. “We are taking aggressive action including increasing security measures and working with respective authorities to address the concerns that were raised by this incident. We are making consumer data

protection a full-time, company wide commitment so that our customers can rest assured about enjoying their entertainment.”

The first phase of restored services for Japan and Asian countries and regions will include:

- Sign-in for PlayStation Network and Qriocity services, including the resetting of passwords
- Restoration of online game-play across PlayStation®3 (PS3®) and PSP® (PlayStation®Portable)
- ‘Friends’ category on PS3, including Friends List, Chat Functionality, Trophy Comparison, etc
- PlayStation®Home
- Access to other network features on services such as torne™*

(Customers will not be able to download movies rented through PlayStation Network video download service because movies have expired as a result of PlayStation Network service being turned off since April 21 (JST).) **

* torne is a service available only in Japan.

** Please contact customer support if this is the case.

*** PlayStation Store, Video on Demand Powered by Qriocity service for Japan and any service that involves transaction is not available at this time.

Identity Protection Measures

While there is no evidence at this time that credit card data was taken, the company is committed to helping its customers protect their personal data and is continuing to work with several security firms to determine the extent of customer data which may have illegally been taken following the criminal cyber-attack on PlayStation Network and Qriocity services in April. Also credit card companies have not reported any increase in the number of fraudulent credit card transactions as a result of the attack, nor have they reported any fraudulent transactions that they believe are a direct result of the illegal attack.

In light of this circumstance, following identity protection measures will be offered to customers in Japan^{*2}.

- In addition to the existing customer service call center, SCE has established a phone hotline to offer customer guidance on the restoration of services, or measures to protect themselves against identity theft and fraud (operating hours: 9AM to 7PM^{*3}).

- With the support from credit card companies, SCE will bear the expenses to reissue new credit cards to those customers who request to replace their existing credit cards when it involves charges.

The company will be offering a “Welcome Back” package of services and premium content to all registered customers. The details of this program will be announced in each region shortly. For details on Japan, please refer to the separately attached sheet or visit: <http://cdn.jp.playstation.com/msg/state.html>

Details on Asian countries and regions will be announced shortly.

- *1 Service restoration in Korea and Hong Kong will be announced as soon as ready.
- *2 Measures are subject to change depending on the finding from the investigation.
- *3 Opening hours once part of the PlayStation Network service resumes. SCE will extend its normal operating hours of 10AM to 6PM.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$78 billion for the fiscal year ended March 31, 2010. Sony Global Web Site: <http://www.sony.net/>

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 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, SCEI is an independent business unit of the Sony Group.

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“Welcome Back” package for Japan

● **Game content**

The following content (four total: two PlayStation 3 and two PSP titles) will be offered to those customers who registered to PlayStation Network prior to April 21, 2011.

“PlayStation 3”

Customers can choose two out of the following five titles:

- The Last Guy
- LocoRoco Cocoreccho!
- echochrome
- WipEout HD
- Hustler King

“PSP”

Customers can choose two out of the following five titles:

- Yuhshanokuseninamaikida or2 PSP® the Best
- Everybody’s Stress Buster
- PATAPON2 PSP® the Best
- LittleBigPlanet Portable
- LocoRoco -Midnight Carnival-

● **Subscription Services**

The following content will be offered to those customers who registered to PlayStation Network prior to April 21, 2011.

➤ **PlayStation®Plus**

PlayStation Network customers will be provided with 30 days free membership in the PlayStation Plus service, available through PlayStation Store. Current members of PlayStation Plus will receive 30 days plus 1 day for each day of the outage of free service (automatic extension, we will announce the details of the timing when ready).

➤ **“Weekly Toro Station” Platinya Membership Card/Platinya P Membership Card**

PlayStation Network customers will be provided with 30 days free membership, available through PlayStation Store. Current members will receive 30 days plus 1 day for each day of the outage of free service (automatic extension, we will announce the details of the timing when ready).

● **Video content**

All PlayStation Network and Qriocity customers will receive select movie rentals free of charge. Details will be announced shortly.

● **PlayStation Home**

The following content will be offered to those customers who registered to PlayStation Network prior to April 21, 2011.

- Special personal space, free of charge, available through PlayStation Store.

Details will be announced shortly through official PlayStation Home website:

<http://playstationhome.jp/>.