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SONY COMPUTER ENTERTAINMENT ACQUIRES SUCKER PUNCH PRODUCTIONS, DEVELOPER OF TOP SELLING *INFAMOUS* FRANCHISE

Leading Open World Console Game Creators Join Sony Computer Entertainment Worldwide Studios to Deliver Amazing Entertainment Experiences to PlayStation® Customers

FOSTER CITY, Calif., August 2, 2011– Sony Computer Entertainment (SCE) announced today that leading game developer and long-time partner Sucker Punch Productions, creators of the top-selling *Sly Cooper* and *inFamous* franchises, joins the global development operation of Sony Computer Entertainment Worldwide Studios (SCE WWS). The addition of Sucker Punch Productions furthers SCE’s long-term commitment to creative excellence in game development exclusively on PlayStation® platforms and marks the sixteenth studio to join the SCE WWS family.

Based in Bellevue, Washington, Sucker Punch Productions is the award-winning developer of the *Sly Cooper* series for the PlayStation®2 computer entertainment system and the *inFamous* franchise on the PlayStation®3 computer entertainment system, with combined franchise sales surpassing seven million units worldwide. Best known for signature creative talents, including award winning animation and art direction, visual style, immersive storylines, strong characters and highly interactive worlds, Sucker Punch has created some of the most successful games in PlayStation history.

Building on an already strong working relationship between Sucker Punch and Sony Computer Entertainment America, the acquisition brings a studio that has pioneered open world technology innovation formally into the PlayStation family and adds another creative force within SCE WWS. Its day-to-day operations will continue to be run by the current management team and company founders in conjunction with SCE WWS Foster City Studio. Financial terms of this arrangement are not disclosed.

“Sucker Punch Productions is one of the most highly acclaimed development studios in the industry and we have enjoyed a wonderful relationship with the company for over 12 years.

We are delighted to officially welcome them to the SCE family,” said Shuhei Yoshida, president, SCE WWS. “The addition of Sucker Punch to SCE WWS reiterates our dedication to developing world class gaming experiences that can only be found on the PlayStation platform. With one of the strongest exclusive software lineups in the PS3’s history, combined with the diverse, innovate content in the works for PlayStation Vita, consumers have a lot to be excited about this year.”

“We’ve enjoyed an incredible relationship with Sony that has allowed us to combine our creative design capabilities with their guidance to make some of the best franchises to hit the PlayStation platforms. Equally important, the relationship with SCE has provided us the flexibility and trust to take creative risks and invent new properties,” said Brian Fleming, managing partner, Sucker Punch Productions. “As a part of the Sony Computer Entertainment group we look forward to introducing more innovative content and providing consumers with exciting, new interactive exeriences.”

About SCE Worldwide Studios

With over 2,700 employees and 16 studios located across the world, SCE Worldwide Studios is responsible for the global strategy, management and production of computer entertainment software published by SCE companies worldwide for the PlayStation® platforms incorporating the development organizations of Japan, North America, Europe, and Asia. SCE Worldwide Studios’ gaming titles are consistently ranked the highest in the industry by critics and consumers, alike.

SCE Worldwide Studios has developed some of the industry’s most highly regarded franchises, including *UNCHARTED*, *MLB The Show*, *Gran Turismo*, *Killzone*, *Little Big Planet*, *God of War*, *SOCOM*, *Syphon Filter*, *Twisted Metal*, and many more.

About Sony Computer Entertainment America LLC.

Sony Computer Entertainment America LLC. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the ground-breaking

PlayStation®3 (PS3™) computer entertainment system and its online and network services the PlayStation®Network and PlayStation®Store. Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one, PlayStation 2, PSP and PS3 systems for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America LLC. serves as headquarters for all North American operations.

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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