



SONY COMPUTER ENTERTAINMENT TO START PROVIDING PRODG TOOLS FOR PLAYSTATION®3 GAME CONTENT DEVELOPMENT

Tokyo, September 27, 2005 – Sony Computer Entertainment Inc. (SCEI) announced today that it had completed the acquisition of SN Systems Limited (SN Systems) in September 2005. SCEI will start providing the evaluation versions and the final products of ProDG tools, developed by SN Systems, to the game content development community from October. They will be provided as they become available, along with the Software Development Kit for PLAYSTATION®3.

SN Systems is renowned for its excellent technology and rich experience in game content development, and is highly regarded by the content development community. With ProDG tools for PLAYSTATION®3, SCEI will provide an integrated programming environment that will reinforce the performance power and improve efficiency in the content development for the PLAYSTATION®3 platform.

With its key products, such as ProDG tools, SN Systems will continue to offer its programming solution to PlayStation® as well as to other platforms and computer entertainment devices.

Together with the PLAYSTATION®3 tools and middleware licensing program announced separately, SCEI will continue to strengthen its support to promote content development for PLAYSTATION®3 and drive the creation of an entirely new and innovative world of computer entertainment that will leverage the breakthrough architecture and overwhelming performance of the PLAYSTATION®3 platform.

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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 and the PSP® (PlayStation®Portable) handheld entertainment 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 portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. 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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