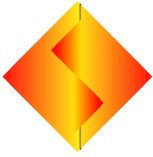


SONY



COMPUTER
ENTERTAINMENT

FOR IMMEDIATE RELEASE

Contact: Sony Computer Entertainment Europe Ltd
Nick Sharples
nick_sharples@scee.net
Helen Boole
helen_boole@scee.net
Tel: +44-207-859-5301/5349

**PLAYSTATION®3 LAUNCHES
ON NOVEMBER 17, 2006 ACROSS MAINLAND EUROPE AND
AUSTRALASIA**

*Equipped with Blu-ray and Pre-Installed HDD
Available at €499 (20GB HDD) and €599 (60GB HDD)*

Los Angeles, May 8, 2006 – Sony Computer Entertainment Europe (SCEE) announced today that it would launch PLAYSTATION®3 (PS3) in “Clear Black” throughout mainland Europe and Australasia on November 17, 2006, as part of a worldwide simultaneous launch.

PS3 is the most advanced computer system that serves as a platform to enjoy next generation computer entertainment contents in the home, realized through the combination of Cell and RSX™ processors, in addition to the playability of a vast catalog of PlayStation® and PlayStation®2 software titles.

Having Giga-bit Ethernet and a pre-installed hard disk drive (HDD) as standard in PS3, users will be able to download a variety of contents as well as access on-line games and services over the network.

Equipped with basic input/output ports, PS3 supports a broad range of displays from conventional NTSC/PAL standard TVs to the latest full HD (1080i/1080p) flat panel displays, offering the joy of the most advanced computer entertainment contents to homes around the world. For use in living rooms, maximum heat and noise reduction has been achieved with a

- more -

2-2-2-2 PLAYSTATION 3 Launches on November 17, 2006 Across Mainland Europe & Australasia

noise level equivalent to that of the current slim-line PlayStation 2.

With the overwhelming computational power of the Cell processor, PS3 is capable of playing back content from Blu-ray (BD) disc at a bit rate of multiplex 48Mbps with ease, the maximum bit rate defined in BD standards.

The new controller for PS3 has been created by refining and improving the world's most popular PlayStation controller which has shipped more than several hundred million units worldwide. The controller for PS3 employs a high-precision, highly sensitive six-axis sensing system that is capable of processing all parameters within the controller itself, thereby eliminating the need for any additional settings on the display system. By applying this technology, it will become possible to freely control the PS3 system over the network.

While further enhancing the joy of entertainment on PlayStation 2 and PSP™ (PlayStation®Portable), SCEE will vigorously promote PS3 as the next generation computer entertainment platform.

About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®2 and PSP™ (PlayStation®Portable) software and hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the platforms in these territories. Between its European debut on 24th November 2000 and the end of March 2006, over 38 million PlayStation®2 consoles have been shipped across the SCEE territories, over 103 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2006, over 5 million PSP systems have been shipped across the SCEE territories, with over 17 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com and www.yourpsp.com or visit the Virtual Press Office at www.scee.presscentre.com.

PlayStation and PLAYSTATION are registered trademarks and RSX and PSP are trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

- more -

3-3-3-3 PLAYSTATION 3 Launches on November 17 2006 Across Mainland Europe & Australasia

<PLAYSTATION®3 >

Product name		PLAYSTATION®3	
CPU		Cell Processor	
GPU		RSX™	
Sound		Dolby 5.1ch, DTS, LPCM, etc. (Cell-based processing)	
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM	
HDD	2.5" Serial ATA	○ (20GB)	○ (60GB)
I/O	USB 2.0	○ (x4)	
	MemoryStick /SD/CompactFlash	-	○
Communication	Ethernet	○ (x1 / 10BASE-T, 100BASE-TX, 1000BASE-T)	
	IEEE 802.11 b/g	-	○
	Bluetooth 2.0 (EDR)	○	
Wireless controller (Bluetooth)		○	
AV Output	Screen size	480i, 480p, 720p, 1080i, 1080p	
	HDMI OUT	-	○ (x1 / HDMI NextGen)
	AV MULTI OUT	○ (x1)	
	DIGITAL OUT (OPTICAL)	○ (x1)	
BD/DVD/CD Drive (Read Only)	Maximum Read Speed	BD 2x (BD-ROM) DVD 8x (DVD-ROM) CD 24x (CD-ROM) Super Audio CD	
Dimensions		Approximately 325mm (W) x 98mm (H) x 274mm (D)	
Weight		Approximately 5 kg	

- * Storage media ("Memory Stick", SD memory card, and CompactFlash) are sold separately.
- * "Dolby" is a trademark of Dolby Laboratories.
- * "DTS" is a trademark of Digital Theater Systems, Inc.
- * "CompactFlash" is a trademark of SanDisk Corporation.
- * "HDMI" is a trademark of HDMI Licensing LLC.
- * "Blu-ray Disc" is a trademark.
- * "Bluetooth" is a trademark of Bluetooth SIG, Inc.
- * "Memory Stick" is a trademark of Sony Corporation.
- * "PLAYSTATION" is a registered trademark of Sony Computer Entertainment Inc.
- * All other trademarks are the property of their respective owners.

©2006 Sony Computer Entertainment Inc. All rights reserved.
Design and specifications are subject to change without notice.