



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT AMERICA ANNOUNCES
PLAYSTATION® HARDWARE SALES EXCEEDING 3.9 MILLION DURING
HOLIDAY SALES WINDOW**

1.2 Million Consumers Join PLAYSTATION®3 (PS3™) Family since Black Friday

FOSTER CITY, Calif., January 6, 2008 – Sony Computer Entertainment America (SCEA) today announced PlayStation® hardware retail sales reached more than 3.9 million units in North America during the critical holiday sales window (Friday, November 23, 2007 to December 31, 2007). This accounts for SCEA’s three systems currently in the market PLAYSTATION®3 (PS3™), PSP® (PlayStation®Portable) and PlayStation®2 (PS2). PS3 retail sales reached 1.2 million hardware units during this holiday timeframe.

“The PlayStation brand ended the year in a very strong position and clearly indicates more positive momentum going into 2008. We are particularly pleased to have sold through 1.2 million units of PS3 during the holiday selling season,” said Jack Tretton, president and CEO, SCEA. “The strong PS3 sales also further establish Blu-ray’s dominant position as the high-definition medium of choice for games and movies. Consumers are clearly responding to the expanding multimedia capabilities and a great line-up of over 200 games.”

Sales of PSP reached 1.4 million units during this same timeframe. The success of the recently introduced *Daxter*™ PSP® Entertainment Pack and *Star Wars Battlefront*® PSP Entertainment Pack have continued to swell the PSP install base. Upcoming platform defining software such as *God of War*®: *Chains of Olympus* and *Final Fantasy: Crisis Core* will further increase PSP momentum in 2008.

PS2 sales exceeded 1.3 million units during its eighth holiday season. The industry’s most successful platform is poised for another great year in 2008 with the continued success of the critically-acclaimed *Buzz*™ and *SingStar*® franchises.

SCEA – PlayStation Sales Exceed 3.9 Million

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About Sony Computer Entertainment America Inc.

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® brand, including the PlayStation®2 (PS2™) computer entertainment system, the PSP® (PlayStation®Portable) entertainment system, the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system and its online and network services PLAYSTATION®Network and PLAYSTATION®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for PS2, PSP, PS3 and PLAYSTATION Network for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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