



SCEI TO DISCONTINUE SHIPMENT OF 20GB HDD AND 60GB HDD PLAYSTATION®3 IN JAPAN

Tokyo, January 10, 2008 – Sony Computer Entertainment Inc. (SCEI) today announced that it would discontinue shipment of both 20GB HDD and 60GB HDD configurations of PLAYSTATION®3 (PS3®) originally launched on November 11th 2006, in the Japanese market after the completion of the final shipment scheduled in January 2008. Upon termination of the shipment, the sales of both models will be limited to stock in the market.

Along with both the increased efforts to improve software development environment and the availability of a more extensive line-up of software titles for PS3, SCEI will vigorously promote the expansion of the PS3 platform by further concentrating on the 40GB HDD (CECHH00 Series) model introduced in November 2007, equipped with the core technology components that make PS3 the most advanced high-definition entertainment system while realizing lower power consumption.

Following the ever greater line-up of the PS3 software during this holiday season, more and more software titles are scheduled to be released beyond January from third party game developers and publishers such as “Devil May Cry® 4” (CAPCOM CO.,LTD./ Expected Release Date: January 31st in BD format), “METAL GEAR SOLID 4 GUNS OF THE PATRIOTS” (Konami Digital Entertainment Co., Ltd./ Expected Release Date: second quarter of calendar year 2008 in BD format) and “Ryu ga Gotoku KENZAN!” (SEGA CORPORATION/ Expected Release Date: March 6th in BD format) as well as SCE Worldwide Studios, Japan Studio titles including “echochrome” (Expected Release Date: Spring 2008 as PLAYSTATION®Network download content).

SCEI will continue to further expand the PS3 platform and create a new world of computer entertainment.

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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, 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 new 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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