



FOR IMMEDIATE RELEASE

**SCE WORLDWIDE STUDIOS PRESIDENT
PHIL HARRISON RESIGNS**
SCEI Group CEO Kazuo Hirai Assumes Responsibilities

Tokyo, February 25, 2008 – Sony Computer Entertainment Inc. (SCEI) today announced that Phil Harrison, President of Sony Computer Entertainment Worldwide Studios (SCE WWS), will resign from Sony Computer Entertainment Group as of February 29, 2008. Kazuo Hirai, President and Group CEO of SCEI, will immediately assume responsibilities as president of SCE WWS, in addition to his current duties.

Prior to the launch of the original PlayStation®, Phil Harrison joined Sony Electronics Publishing, Ltd. in 1992, which later evolved into Sony Computer Entertainment Europe, and since then, he has made a tremendous contribution to the company playing a strategic role in the launch of four PlayStation platforms, as well as building strong relationships with game developers and publishers throughout the world. Since his appointment to the position of president, SCE WWS, Harrison applied his considerable skill, knowledge and expertise to lead SCE Group’s first party game development as well as aggressively pursuing the development of new online entertainment experiences.

“As one of the founding members of SCE, Phil played a key role in the development and growth of the PlayStation business and our industry,” said Kazuo Hirai. “It is sad to see him departing from SCE, but I wish to express my gratitude for his many invaluable contributions and also wish Phil the very best of luck in his future endeavors.”

2-2-2-2 SCE Worldwide Studios President Phil Harrison Resigns

“The past 15 years at Sony Computer Entertainment has been the defining journey of my life so far,” said Phil Harrison. “I am grateful to all the PlayStation family for their incredible support, guidance and friendship. It has been a privilege to serve as part of the team and be inspired by them on a daily basis. I am so proud of everything PlayStation has achieved and will continue to support its future in every way I can.”

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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