



**FOR IMMEDIATE RELEASE**

**GRAN TURISMO™ SERIES SHIPMENT EXCEEDS  
50 MILLION UNITS WORLDWIDE**

*Remarkable Sales Achieved In Only 10 Years And 4 Months  
Since The Original Gran Turismo Launched In 1997*

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**Tokyo, May 9, 2008** – Sony Computer Entertainment Inc. (SCEI) announced today that the cumulative worldwide shipment of the *Gran Turismo*™ franchise, a genre-defining racing and car-life simulator available on PlayStation®, PlayStation®2, and PLAYSTATION®3 (PS3®) computer entertainment systems, has exceeded 50 million units as of April 30, 2008. This remarkable sales figure was achieved in just 10 years and 4 months since the launch of the first title in the franchise - *Gran Turismo*, in December 1997.

The *Gran Turismo* franchise, from the original *Gran Turismo* to the latest *Gran Turismo*™ 5 Prologue, has continued to evolve alongside the PlayStation platforms. With its outstanding game play, beautiful graphics and the true to life driving feel, the franchise is recognized as the world's number one automotive game title on the PlayStation format, receiving high regard not just from game fans, but also from professional racing drivers and people in the automobile industry.

The seventh installment of the world's best-selling racing franchise, *Gran Turismo* 5 Prologue introduces entirely new entertainment modes by taking advantage of the broadband network, such as online head-to head racing for up to 16 players, "GRAN TURISMO-TV"; a new in-game online channel that delivers automotive video contents from around the globe, and downloadable additional contents including new cars and courses, only possible on PS3. *Gran Turismo* 5 Prologue has recorded strong sales since the first launch in Japan in December, 2007, followed by North America and Europe in Spring of 2008, with more than 2 million units of cumulative shipment worldwide and contributing to the further expansion of the PS3 platform.

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For all *Gran Turismo* fans around the world, SCEI and the developer of the *Gran Turismo* series - Polyphony Digital Inc., will continue hereon to vigorously promote development of the *Gran Turismo* series, which can be expected to evolve even further through the PS3 platform and broadband network environment.

“Initially, “*Gran Turismo*” was an “alternative” racing game, kind of an outsider in the genre.” said Kazunori Yamauchi, Producer of *Gran Turismo*. “And we made it thinking that it would be okay as long as it reached out to “the select few who would agree with us”. So this figure, 50 million units - is simply astounding. If you go to a game store and look for a particular package, and pay for it at the cash register, though the time may be very brief, it still takes at least 3 minutes or so. It’s simply mind boggling and hard to believe that this has been repeated 50 million times all around the world in the last 10 years. I would really like to thank all the fans who have supported the *Gran Turismo* series over the years, for all their passion and love of the game. We’d like to continue making every effort to create cutting edge, high quality games, so that we don’t disappoint anyone’s expectations.”

### **Cumulative Worldwide Shipments of Gran Turismo Series (million units)**

Title	Japan	North America	Europe	Asia	WW
Gran Turismo	2.55	3.99	4.3	0.01	10.85
Gran Turismo 2	1.71	3.96	3.68	0.02	9.37
Gran Turismo 3 A-spec	1.89	7.14	5.85	0.01	14.89
Gran Turismo Concept 2001 TOKYO* <sup>1</sup>	0.43	---	1	0.13	1.56
Gran Turismo 4 Prologue	0.79	---	0.41	0.16	1.36
Gran Turismo 4	1.24	2.9	5.77	0.15	10.06
Gran Turismo 5 Prologue* <sup>2</sup>	0.27	0.55	1.38	0.03	2.23
<b>Total</b>					<b>50.32</b>

\*<sup>1</sup>: Including series titles

\*<sup>2</sup>: Including Download Version

### **Title Release Dates in Japan**

Gran Turismo	December 23, 1997
Gran Turismo2	December 11, 1999
Gran Turismo 3 A-spec	April 28, 2001
Gran Turismo Concept 2001 TOKYO	January 1, 2002
Gran Turismo 4 Prologue	December 4, 2003
Gran Turismo 4	December 28, 2004
Gran Turismo 5 Prologue	December 13, 2007

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**About Sony Computer Entertainment Inc.**

Recognized as the global leader and the 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 level processing 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 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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