



FOR IMMEDIATE RELEASE

SONY COMPUTER ENTERTAINMENT AMERICA AND SONY COMPUTER ENTERTAINMENT EUROPE ANNOUNCE INTRODUCTION OF DYNAMIC IN-GAME ADVERTISING
Advertising Partnership Introduces PS3 as a Dynamic In-Game Ad Platform

FOSTER CITY, Calif. & LONDON, June 4, 2008 – Sony Computer Entertainment America (SCEA) and Sony Computer Entertainment Europe (SCEE) today announced the introduction of dynamic in-game advertising on PLAYSTATION®3 (PS3). Marketers interested in placing advertisements in games for PS3 or publishers with available in-game space for advertisements are able to engage through advertisement distribution partners, with IGA Worldwide selected as PS3’s first partner. This partnership will serve to bolster the already rapidly growing worldwide in-game advertising industry, which is expected to grow 1,150 percent to \$971.3 million between 2006 and 2011 according to the Yankee Group.

“The PS3 platform is primed to leverage the high growth potential of the in-game advertising market,” said Phil Rosenberg, Senior Vice President, SCEA. “Ads that are organic to the environment not only benefit developers and advertisers, but also create a richer experience for gamers.”

“PLAYSTATION 3 is undoubtedly the prime opportunity for the in-game advertising industry,” said Justin Townsend, CEO, IGA Worldwide. “Through this partnership with Sony Computer Entertainment, IGA can provide advertisers with a large and valuable global user base of 16-35 year old consumers with disposable income. With our standardized awareness-building advertising formats being delivered directly into people’s living rooms while they play, there are great opportunities for advertisers looking to engage through an entertainment medium outside of the traditional TV spot.”

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PS3 provides advertisers with a direct avenue to reach the highly targeted, sought after gaming demographic, and has sold more than 12.5M units worldwide. DFC Intelligence forecasts that sales for the current generation of game systems will pass the 180 million mark by 2011, therefore, reiterating the potential for the in-game advertising market.

About Sony Computer Entertainment America Inc.

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld 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 the PS one game console, the PlayStation 2 computer entertainment system, PLAYSTATION 3 and the PSP system 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.

About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 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 formats in these territories.

About IGA Worldwide

IGA Worldwide, Inc. (www.igaworldwide.com) is the leading in-game advertising company with a proprietary ad serving network. The IGA Worldwide Radial NetworkSM enables advertisers to target millions of engaged gamers across a wide range of platforms and genres. IGA Worldwide was selected by Sony Computer Entertainment America and Europe as the first

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partner for the PLAYSTATION®3's in-game advertising platform. The company has delivered campaigns for diverse brands such as; 20th Century Fox, Ben Sherman, Discovery, FHM, Hawaiian Airlines, Intel, Jeep, MTV, and T-Mobile. IGA Worldwide also provides strategic consulting services including integrated product placement and promotion through its dedicated creative solutions department. Headquartered in New York with offices in London and Berlin, the group is backed by Peacock Equity (a joint venture between GE-Commercial Finance and NBC Universal), Easton Capital Group, Intel Capital, Morgenthaler Ventures, KTB Ventures, Translink Capital, Presidio STX, LLC. and ITOCHU Corporation.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Offices at: presscenter.playstation.com or www.scee.presscentre.com.

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