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**SONY COMPUTER ENTERTAINMENT AMERICA AND SONY COMPUTER
ENTERTAINMENT EUROPE ANNOUNCE DOUBLE FUSION AS
IN-GAME ADVERTISING PARTNER**
*Double Fusion to Work with Publishers and Marketers to Deliver In-Game Advertising
On PLAYSTATION®3*

FOSTER CITY, Calif. & LONDON, July 10, 2008 – Sony Computer Entertainment America (SCEA) and Sony Computer Entertainment Europe (SCEE) today announced a partnership with Double Fusion to deliver dynamic in-game advertising on PLAYSTATION®3 (PS3™). Double Fusion will leverage its expertise, technology and sales force, working with publishers and advertisers to create effective marketing programs for brands targeting PS3's coveted gamer demographic.

"PS3 is open for the ad business," said Phil Rosenberg, Senior Vice President, SCEA. "We are very excited about hosting contextually relevant and well-crafted creative advertising on PS3. PlayStation is taking a major role in enabling this fast-developing sector that is both positive and inevitable for the games medium."

PS3 provides advertisers with a direct avenue to reach the highly targeted, sought after gaming demographic, and has sold more than 13M units worldwide. DFC Intelligence forecasts that sales for the current generation of game systems including portable devices will pass the 180 million mark by 2011, reiterating the potential for the in-game advertising market. The worldwide in-game advertising industry is expected to grow 1,150 percent to \$971.3 million between 2006 and 2011 according to the Yankee Group.

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“We have already received tremendous support from publishers who want to incorporate ads into their PS3 games, across all of the regions of the world,” Jonathan Epstein, president and CEO, Double Fusion, said. “We are very excited to work with SCE on this and PS3 will add a vast number of players to our already robust network. SCE’s participation strengthens the in-game advertising ecosystem.”

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 102 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 Double Fusion

Double Fusion reaches more consumers across the broadest range of demographics than any other game advertising network. Utilizing their award-winning fusion.sdk™ and fusion.runtime™ dynamic in-game ad serving technologies originally developed for AAA hard core graphics-intensive video games, the company has successfully expanded the idea that any game type, genre, or platform can harness the power of advertising. Double Fusion currently boasts over 30 top-tier game publishers in a portfolio reaching gamers from 12 to 49 years old. The network's acclaimed integrated marketing solutions continue to inspire Fortune 500 companies to get in the game with groundbreaking advertising campaigns. Privately held and headquartered in San Francisco, Double Fusion has offices in Chicago, New York, Jerusalem, London and Tokyo. More information about Double Fusion is available at www.doublefusion.com.

Advertisers interested in opportunities within the Double Fusion Network; and developers and publishers interested in increasing their per-title revenues through integrated and dynamic ad placement opportunities should visit www.AdvertisingInPlay.com

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