



Press Information
For Immediate Release

VidZone™ comes to PLAYSTATION®3 providing free music videos

Music Video Streaming Service Brings the Hottest Music Videos to PS3™

Leipzig Games Convention, 20th August 2008: Sony Computer Entertainment Europe (SCEE) announced today that VidZone™, the online destination for music videos, will deliver their free streaming music video service to PLAYSTATION®3 (PS3™). The trial service is scheduled for launch in early 2009 for Europe, Australia and New Zealand, and is sure to be a hit with music lovers everywhere. VidZone's service allows PS3 owners to watch the best new music videos for free on their PS3 or streamed to their PSP™ (PlayStation®Portable) via Remote Play.

VidZone is one of Europe's leading online music video services, streaming a full playlist of videos from hip-hop to punk and heavy metal to classics. Music lovers can build their own playlists and personalise their VidZone experience to be whatever they choose. All these features and more will be included in the PS3 service, including the option to download songs, music videos and ringtones to a mobile phone for a small charge.

SCEE will be launching a comprehensive film, TV and music download service at a later date.

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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. Since the launch of PLAYSTATION 3 in November 2006, over 14.4 million units have been sold globally and continue to be sold at a

record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 131.3 million systems worldwide. Since its launch at the end of 2004, over 41.3 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 10 million accounts have been registered to the PLAYSTATION Network, the free-to-access interactive environment, and about 200 million items have been downloaded.

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

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