



Sony Computer Entertainment Acquires Evolution Studios and Bigbig Studios

***Award winning developer of million-seller MotorStorm
strengthens SCE Worldwide Studios network***

Tokyo, 20th September 2007 – Sony Computer Entertainment today announced that it had acquired leading game developer Evolution Studios Ltd and its subsidiary Bigbig Studios Ltd to further expand its game development capability as part of Sony Computer Entertainment's Worldwide Studios (SCE WWS).

In a strategic move to secure excellence in game development for current and future PlayStation® platforms, the acquisition of Evolution and Bigbig formalises the successful and long established exclusive relationship between Sony Computer Entertainment and the two studios.

Evolution Studios, based in Runcorn, England is the award-winning developer of *MotorStorm™*, the million-selling #1 hit title for PLAYSTATION®3(PS3™). Since its establishment in 1999, SCE has enjoyed a highly productive and commercially successful relationship with Evolution – a studio with an unrivalled track-record for quality and productivity, having shipped a title every year for 6 straight years. Evolution established its reputation as the successful developer of the World Rally Championship series on PlayStation®2, also published by SCE. The studio is currently working on the next instalment of the *Motorstorm* franchise for PS3, scheduled for release in 2008 on Blu-ray Disc, along with content expansions for the original MotorStorm to be distributed via PLAYSTATION®Network.

Bigbig Studios, based in Leamington Spa, England was founded in 2001 with backing from Evolution Studios and SCE and is the developer of the Pursuit Force game for PSP™ (PlayStation®Portable), which has sold over 800,000 copies worldwide. The studio is currently working on the second title in the series, *Pursuit Force: Extreme Justice*, which will be available in October this year for PSP and on PlayStation®2 early in 2008.

"Our strategy is to create the best games by working with the best talent and Evolution and Bigbig are world-class additions to our team," said Phil Harrison, President of SCE Worldwide Studios. "The incredible people in these studios further extend the depth and skill of the industry's largest platform-exclusive development resource".

Following the acquisition, Mick Hocking, Managing Director of Evolution Studios, will also be appointed Group Studio Director for the three Studios ; SCE WWS Liverpool Studio, Evolution and Bigbig , reporting directly to SCE WWS Vice President, Michael Denny.

Studios across the WWS network share technology, production methodology and creative goals to build the best possible experiences for users to enjoy the most from the PlayStation family of hardware platforms and network services. With over 2,500 employees, SCE Worldwide Studios combines the talents of 15 game development studios in Japan, the USA, the UK and The Netherlands.

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About SCE Worldwide Studios (SCE WWS)

SCE World Wide Studios was formed on 1 September 2005 in order to secure, strengthen and further develop game development and publishing activities for the PlayStation range of game and entertainment consoles. SCE WWS is responsible for the global creative, technical and strategic direction setting of development and production of computer entertainment software for the PlayStation family. SCE WWS directly employs over 2,500 people in its 15 studio locations around the world, all exclusively dedicated to PS2, PSP, PS3 and PSN development.

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 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.

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 and PSP™ (PlayStation®Portable) 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.

Since the launch of PLAYSTATION 3 in Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

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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