



NEW PSP® (PLAYSTATION®PORTABLE) ACHIEVES 500K SELL-IN IN JAPAN

Remarkable Milestone Achieved In Only 2 Weeks From Launch

Tokyo, October 4, 2007 – Sony Computer Entertainment Inc. (SCEI) announced today that it has sold a total of 500,000 units of its new slim and light PSP® (PlayStation®Portable) handheld entertainment system in only 2 weeks from its launch on September 20, 2007. Adding the sales of 77,777 units of “CRISIS CORE – FINAL FANTASY VII – FF VII 10th Anniversary Limited” comprising the new PSP hardware and the new software title from one of the most desired franchise, that went on sale on September 13 from SQUARE ENIX Co., LTD. prior to the official launch of the product from SCEI, the new PSP has achieved a remarkable sales of 580,000 units in Japan as of October 3, 2007. Total unit sales in September 2007 alone have reached the highest record ever since the launch of the original PSP in December 2004.

The new slim and light PSP, with more convenience in portability, and more choice in colors by having the “Blume series” colors that appeal to wider user demographics especially to females, is gaining even greater support from the users. Also by having a strong line-up of attractive software titles and more variety in accessories such as the “1 Seg” tuner for new PSP, the world of PSP is further expanding. With the continuous strong support from the users and with the upcoming exciting new software titles, SCEI will make an aggressive foray into the holiday selling season.

Along with titles such as “Everybody’s Golf Portable 2”, “TALKMAN TRAVEL”, “PATAPON”, and “MyStylist”, demonstrated at the TOKYO GAME SHOW 2007 that are scheduled for release this holiday season and towards next spring in Japan, and many others of various genres from the third party developers and publishers, SCEI will further expand the world of PSP to offer a new handheld interactive entertainment experience to the users around the world.

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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 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 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.

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