



Sony Computer Entertainment Europe Announces the Formation of SCE Polska

New SCEE entity reflects the strength of PlayStation business in Poland

London, 17th October 2007 – Sony Computer Entertainment Europe (SCEE) today announced the formation of Sony Computer Entertainment Polska Sp. z.o.o., a new, wholly owned subsidiary of SCEE to further develop the PlayStation® business in the rapidly growing Polish market, effective April 1, 2008.

In recognition of the increasing importance of the Central and Eastern European market to PlayStation, the announcement of the formation of the new Polish subsidiary marks the commencement of a new focus by SCEE on the dynamic markets of the region from Czech Republic to Russia.

“Many of the leading pan-European retailers with a strong gaming focus are already well established in Poland”, said Hal Bame, SCEE’s Sales and Marketing Manager for Central and Eastern Europe, “and there are a number of very prominent and successful Polish retailers who are helping to invigorate the gaming market. Without a doubt, Poland is currently the powerhouse of growth in the games market in Central Europe, and SCEE’s formation of a wholly owned subsidiary in Warsaw will give even greater momentum to what is already a terrific success story. Our continued focus on this vibrant and energetic region has resulted in strong and exciting growth, and this latest move will take it to the next level ”

‘Our commitment to the Polish games market is clear’, said Marcin Ziobrowski, the General Manager designate of the new Polish subsidiary. “Not only have we today

announced the launch of the Polish PLAYSTATION®Store, online store front for PLAYSTATION®3's (PS3™) PLAYSTATION®Network, but we will also be focusing on delivering even more game titles to our Polish consumers in Polish. We already do this with PlayStation®2 and PSP™ (PlayStation®Portable) titles but we will also be localising PS3 titles as well."

Welcoming the formal arrival of Sony Computer Entertainment in Poland, Peter Laughton, Electronic Arts's Vice President of Central Europe was excited about the prospects for the Polish and wider Central European games market. "We are naturally delighted that SCEE has embraced the opportunities offered by this exciting and vigorous market, and we look forward to working closely with them to bring the joys of PlayStation to many more consumers here in Poland and across the region."

The company will be based in Warsaw and will manage the PlayStation portfolio of game systems and software titles throughout Poland from 1 April 2008.

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About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe Limited (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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