



TWO NEW COLORS TO BECOME AVAILABLE FOR PLAYSTATION®2 IN JAPAN IN SPRING 2004

Tokyo, March 9, 2004 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, announced today that two color models of PlayStation®2, “Ceramic White” and “SAKURA”, will be released on March 18th and March 25th respectively, as a limited time offer during spring 2004.

“SAKURA” was first introduced in spring 2003, which gained wide support especially from the female audience, and “Ceramic White” sold in December 2003, was a limited edition only available with “PlayStation®2” *Racing Pack* ^(*1). As both colors reached their targeted shipments, SCEJ had completed production and shipment. However, with the overwhelming popularity the both color models achieved during their sales period and with numbers of strong requests received from the users to have these two particular colors available again, SCEJ has decided to re-launch “SAKURA” and “Ceramic White” as spring time only products.

By launching these color models during the spring shopping season together with a variety of new titles to be released by first and third party developers/publisher targeted especially at freshmen, SCEJ aims to develop new users and further expand the penetration of the PlayStation 2 platform.

With PlayStation® and PlayStation 2, SCEJ will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

(*1) “PlayStation 2” *Racing Pack* included PlayStation 2 hardware “Ceramic White” and software title, *Gran Turismo®4* “Prologue”.

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Product Outline

Product Name: PlayStation®2
“Ceramic White” SCPH-50000 CW
“SAKURA” SCPH-50000 SA

Recommended Retail Price: 19,800 yen (20,790 yen tax inclusive)

Release Date: “Ceramic White” March 18th, 2004 (Thursday)
“SAKURA” March 25th, 2004 (Thursday)

Dimensions: 301 mm (W) x 182 mm (D) x 78 mm (H)

Weight: Approximately 2kg

Interfaces: Controller Port x 2
MEMORY CARD slot x 2
USB connector x 2
EXPANSION BAY x 1
AV MULTI OUT connector x 1
DIGITAL OUT (OPTICAL) connector x 1

Included: PlayStation®2 hardware x 1
Analog Controller DUALSHOCK®2 x 1
AV cable (integrated Audio/Visual) x 1
AC Power Cord x 1

Separately Sold Accessories

Product Name: Vertical Stand (for PlayStation®2)
(Not compatible with External Hard Disk Drive)
“SAKURA” SCPH-10040 SA

Recommended Retail Price: 1,500 yen (1,575 yen tax inclusive)

Release Date: March 25th, 2004 (Thursday)

Previously Sold Accessories

Product Name: Analog Controller DUALSHOCK®2
“Ceramic White” SCPH-10010 CW

Recommended Retail Price: 2,800 yen (2,940 yen tax inclusive)

Release Date: December 4th, 2003 (Thursday)

Product Name: Memory Card (8MB)(for PlayStation®2)
“Ceramic White” SCPH-10020 CW

Recommended Retail Price: 2,800 yen (2,940 yen tax inclusive)

Release Date: December 4th, 2003 (Thursday)

Product Name: Vertical Stand (for PlayStation®2)
(Compatible with External Hard Disk Drive)
“Ceramic White” SCPH-10220 CW

Recommended Retail Price: 1,500 yen (1,575 yen tax inclusive)

Release Date: December 4th, 2003 (Thursday)

About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

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3-3-3-3 Two News Colors to Become Available for PlayStation 2 in Japan in Spring 2004

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