



**PLAYSTATION®2 SPECIAL COLOR MODEL “PEARL WHITE”  
TO BECOME AVAILABLE FOR THE SUMMER SEASON**  
*Limited Time Offer for the Summer Season in Japan*

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**Tokyo, July 1, 2004** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, announced today that PlayStation®2 “Pearl White” will become available in Japan on July 15<sup>th</sup>, 2004, as a special color model version limited for the summer season 2004.

With a host of attractive software titles released by first and third party developers and publishers, cumulative production shipments of PlayStation 2 hardware reached about 17 million units in Japan, gaining strong support from a broad range of users regardless of gender and age. In the past, SCEJ released special model versions of PlayStation 2 for a limited time and volume to expand the enjoyment of PlayStation 2, and this offering has enjoyed wide popularity among users. In particular, “SAKURA”, a limited color model that was released in spring 2003, has received continuous requests after reaching its target shipment and was made available again as a limited model for spring season 2004.

In Japan, white has been a very popular color, having strong demands from users. The new color version adopts a stylish “Pearl White”, with a pearly lustrous finish. It is an original color for the Japanese market that will be released as a limited time offer for the summer season. Separately sold *Analog Controller DUALSHOCK®2*, and *Vertical Stand (for PlayStation 2)* of the same color will also become available with this offering.

Various easy-to-play software titles from *EyeToy™* as well as *PlayStation 2 the Best* series are planned to be released for the summer season. With the release of this special color model version, SCEJ aims to gain new users and further expand the PlayStation 2 market in Japan.

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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.

### **Product Outline**

<b>Product Name:</b>	PlayStation®2 “Pearl White” SCPH-50000 PW
<b>Recommended Retail Price:</b>	19,800 yen (20,790 yen tax inclusive)
<b>Release Date:</b>	July 15 <sup>th</sup> , 2004 (Thursday)
<b>Dimensions:</b>	301 mm (W) x 182 mm (D) x 78 mm (H)
<b>Weight:</b>	Approximately 2kg
<b>Interfaces:</b>	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
<b>Included:</b>	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**

<b>Product Name:</b>	Analog Controller DUALSHOCK®2 “Pearl White” SCPH-10010 PW
<b>Recommended Retail Price:</b>	2,800 yen (2,940 yen tax inclusive)
<b>Release Date:</b>	July 15 <sup>th</sup> , 2004 (Thursday)
<b>Product Name:</b>	Vertical Stand (for PlayStation®2) “Pearl White” SCPH-10040 PW
<b>Recommended Retail Price:</b>	1,500 yen (1,575 yen tax inclusive)
<b>Release Date:</b>	July 15 <sup>th</sup> , 2004 (Thursday) (Not compatible with External Hard Disk Drive)

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### 3-3-3-3 PS2 Special Color Model Pearl White to become Available for the Summer Season

#### **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 and PlayStation®2 computer entertainment 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. 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 two 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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