



**SONY COMPUTER ENTERTAINMENT LAUNCHES
LIMITED COLOR VERSIONS OF PLAYSTATION®2**
Limited 500,000 Units Will Become Available at the Unit Price of JPY 30,000

Tokyo, July 1, 2002 – Sony Computer Entertainment Inc. (SCEI) announced today that it would launch special limited color versions of PlayStation®2, as “2002 Color Series”. A limited 500,000 units of PlayStation 2 will be available in two different colors: “Ocean Blue” to be released on July 18th, 2002 and “Zen Black” on August 1st, 2002.

PlayStation 2 has been supported by a wide range of users around the world, and in Japan it will soon reach 10 million units in cumulative shipment, spreading at a faster speed than the original PlayStation® which has shipped more than 19 million units to date. Total worldwide cumulative shipment of PlayStation 2 has reached more than 30 million units.

Like colored PlayStation 2 accessories released in June 2002, these colored versions are made in response to numerous requests from users to have its popular PlayStation 2 in different colors. To accommodate this strong request, SCEI has decided to release PlayStation 2 in “Ocean Blue”, in the motif of the beautiful color of the ocean, and in “Zen Black”, in the image of Japanese ink representing the quiet world of Japanese simplicity. Both will be offered in translucent colors.

“2002 Color Series” will consist of PlayStation 2, Analog Controller DUALSHOCK®2 and Vertical Stand that come in the same translucent color, and DVD

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Remote Controller in black, which is already available at stores. Analog Controller DUALSHOCK 2 and Memory Card (8MB) for PlayStation 2 will be released in similar translucent colors as well offering users fun of choosing their favorite color that match their taste and fits the room decoration.

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

Product Name:	PlayStation®2 2002 Color Series
	“Ocean Blue” SCPH-37000 L
	“Zen Black” SCPH-37000 B
Suggested Retail Price:	JPY 30,000/unit (excluding tax)
Release Date:	“Ocean Blue” July 18 th , 2002 (Thursday)
	“Zen Black” August 1 st , 2002 (Thursday)
Included:	Analog Controller DUALSHOCK®2 x 1 (same translucent color as the PlayStation 2 hardware) AV cable (integrated Audio/Visual) x 1 AC Power Cord x 1 Vertical Stand for PlayStation®2 x 1 (same translucent color as the PlayStation 2 hardware) DVD Remote Control for PlayStation®2 with IR Receiver Unit x 1 A size battery x 2

Separately Sold Accessories

Product Name:	Analog Controller DUALSHOCK®2
	“Ocean Blue” SCPH-10010 L
	“Zen Black” SCPH-10010 BI
Suggested Retail Price:	JPY 2,800/unit (excluding tax)
Release Date:	“Ocean Blue” July 18 th , 2002 (Thursday)
	“Zen Black” August 1 st , 2002 (Thursday)

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Product Name: Memory Card (8MB) for PlayStation®2
“Island Blue” SCPH-10020 LI
“Zen Black” SCPH-10020 BI

Suggested Retail Price: JPY 2,800/unit (excluding tax)

Release Date: “Island Blue” July 18th, 2002 (Thursday)
“Zen Black” August 1st, 2002 (Thursday)

Product Name: Memory Card (8MB) for PlayStation®2
“Island Blue/Emerald” SCPH-10410 LIG
(set of two cards)

Suggested Retail Price: JPY 4,800 (excluding tax)

Release Date: July 18th, 2002 (Thursday)

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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