



## EXECUTIVE APPOINTMENTS

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**Tokyo, June 25, 2012** – Sony Computer Entertainment Inc. has today announced the following executive appointments, effective from June 25, 2012.

### **Executives Appointed**

Member of the Board	<b>Kazuo Miura</b> Continues as EVP & CPO, Engineering & Production Platform, Division President, Peripheral Business Division VP, Development Dept. of Peripheral Business Division
Member of the Board	<b>Hiroshi Kawano</b> Continues as President, Sony Computer Entertainment Japan
Member of the Board	<b>Atsushi Morita</b> Continues as EVP, Administration & Control VP, Corporate Control Dept of Administration & Control VP, Production Control Dept. of Administration & Control VP, CEO Office
Member of the Board (part-time)	<b>Kazuo Hirai</b>
Auditor	<b>Junichi Kano</b> Continues as Auditor, Sony Marketing (Japan) Inc. Auditor, Sony Customer Service (Japan) Inc. Auditor, Sony Consumer Sales (Japan) Inc.

### **Executives Retired**

Representative Director, Chairman	<b>Kazuo Hirai</b>
Representative Director, Deputy President	<b>Kunimasa Suzuki</b>
Member of the Board (part-time)	<b>Howard Stringer</b>
Auditor	<b>Hisayuki Akiguchi</b>

## **Members of the Board of Directors and Auditors (as of June 25, 2012)**

Representative Director, President and Group CEO	Andrew House
Member of the Board	Kazuo Miura
Member of the Board	Hiroshi Kawano
Member of the Board	Atsushi Morita
Member of the Board (part-time)	Kazuo Hirai
Member of the Board (part-time)	Masaru Kato
Auditor	Junichi Kano
Auditor (part-time)	Takemi Nagasaka
Auditor (part-time)	Atsushi Kobayashi

### **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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® further enhances the PlayStation legacy as the core of home networked entertainment. PSP® is a 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Suite, a cross platform and cross device initiative. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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