



BROADBAND SERVICES TO START ON PLAYSTATION®2

A New Business Model for the Broadband Network Era

Tokyo, December 11, 2001 – Sony Computer Entertainment Inc. (SCEI) announced today that broadband entertainment and services on PlayStation®2 computer entertainment system will become available. Supported by a wide range of high quality software titles, PlayStation 2 has shipped over 23 million units worldwide and continues to gain strong consumer interest. As broadband infrastructure becomes established, the rapidly expanding installed base of PlayStation 2 provides an ideal platform to bring a wide variety of broadband entertainment and services in the broadband era.

(1) Offering Broadband Network Ready Environment on PlayStation 2

Through collaboration between SCEI and network business partners, users will become able to subscribe to broadband services offered by various network service providers. For a flat monthly fee, users will be able to obtain always-on broadband services through SCEI's Broadband Unit for PlayStation 2 connected with ADSL and FTTH networks.

(2) Providing Entertainment in A Variety of Forms (e-Distribution)

In addition to current packaged media, the combination of packaged and networked media enables new network entertainment, including network gaming, on PlayStation 2. As bandwidth becomes broader, it also becomes possible to deliver content directly to users through the network, enabling content providers to offer a variety of content in diverse forms. Taking advantages of the effective distribution capabilities that broadband offers, various services and revenue schemes are expected to become available on the broadband network.

(3) Creating New Broadband Entertainment

SCEI will provide user interfaces that enable users to browse broadband entertainment in the living room. Digital home network applications will be provided as firmware for PlayStation 2, and in addition, streaming video applications and connectivity to PCs and mobile appliances as middleware.

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2-2-2-2 Broadband Services to Start on PlayStation®2

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, publishing and broadcasting.

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. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., 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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