



SONY COMPUTER ENTERTAINMENT TO ACQUIRE SN SYSTEMS *ProDG To Become Part of PS3 Software Development Kit*

Tokyo, July 21, 2005 – Sony Computer Entertainment Inc. (SCEI) announced today that it had reached an agreement in principle to acquire SN Systems Limited (SN Systems), a leading supplier of programming tools for game developers established in 1989 and based in Bristol, UK. With this acquisition, SCEI aims to further enhance the development environment and tools that the company provides to the creative community for developing computer entertainment content for PLAYSTATION®3.

Famed for its renowned ProDG tool, SN Systems has significant assets in both technology and experience supporting PlayStation games development, accumulated over its 10-year relationship with SCEI. A significant number of the PlayStation 2 games developers have chosen to use SN Systems' software development tools, including an Integrated Development Environment (IDE) consisting of compilers, linkers and debuggers. By having SN Systems within the group, SCEI will accelerate providing powerful solutions to PLAYSTATION 3 content development community by delivering ProDG and other high quality development tools along with an extensive support program.

“It’s a great pleasure to have SN Systems on board PlayStation,” said Masa Chatani, corporate executive and CTO, Sony Computer Entertainment Inc. “For more than 10 years, they have pioneered the development of great tools for PlayStation content creation. By combining our experience and skills together, PlayStation will have even more sophisticated tools to deliver to content creators around the world.”

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“We’re looking forward to working more closely with SCEI to provide even better tools for the developer community.” said Andy Beveridge, co-founder and director, SN Systems.

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, the PlayStation®2 computer entertainment system and the PlayStation®Portable (PSP®) handheld 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. PSP is a new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. 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 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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