



SONY COMPUTER ENTERTAINMENT TO SET NEW PRICES FOR PLAYSTATION® AND PLAYSTATION®2 PERIPHERALS

New Pricing to Be Effective on June 27th, 2002

Tokyo, June 24, 2002 – Sony Computer Entertainment Inc. (SCEI) announced today that beginning June 27th, 2002, new prices will be set for PlayStation® and PlayStation®2 peripherals. The new suggested retail price for Memory Card (8MB) for PlayStation 2 and Analog Controller DUALSHOCK®2 for PlayStation 2 will be reduced to JPY 2,800 (excluding tax) from its previous suggested retail price of JPY 3,500 and for Analog Controller DUALSHOCK® for PlayStation JPY 2,500 (excluding tax) from JPY 3,300.

In Japan, PlayStation and PlayStation 2 have been supported by a wide range of users, both men and women. Along with the price adjustment for PlayStation 2, PS one® and PS one® & LCD Monitor COMBO in May 2002, the new price setting of the peripherals this time will make PlayStation products more accessible to users. Together with the new color series of Memory Card (8MB) for PlayStation 2 and Analog Controller DUALSHOCK 2, PlayStation and PlayStation 2 will provide more fun to a wider audience.

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.

- more -

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.

#

PlayStation and the PlayStation logo, PS one and PS2 are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.