



SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE MEMORY CARD, ANALOG CONTROLLER, VERTICAL STAND AND USB KEYBOARD IN NEW COLORS

Tokyo, November 4, 2003 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that a series of new colored peripherals will be available beginning November 13th, 2003.

These peripherals match the “Midnight Black” of the newly colored base unit *PlayStation®2* and the “Ceramic White” of the “*PlayStation 2*” *Racing Pack* model. Affordably priced, double pack *Memory Card*, in the original black color of the current *PlayStation 2* model and “Ceramic White”, and *USB Keyboard* will also become available. With this, users will be able to choose peripheral products for *PlayStation 2* from a wider color selection.

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

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2-2-2-2 SCEJ To Release Memory Card, Analog Controller, Vertical Stand and USB Keyboard in New Colors

Product Outline

Product Name: Analog Controller DUALSHOCK®2
“Midnight Black” SCPH-10010 NB
Recommended Retail Price: 2,800 yen (excluding tax)
Release Date: November 13th, 2003 (Thursday)

Product Name: Analog Controller DUALSHOCK®2
“Ceramic White” SCPH-10010 CW
Recommended Retail Price: 2,800 yen (excluding tax)
Release Date: December 4th, 2003 (Thursday)

Product Name: Memory Card (8MB)(for PlayStation®2)
“Ceramic White” SCPH-10020 CW
Recommended Retail Price: 2,800 yen (excluding tax)
Release Date: December 4th, 2003 (Thursday)

Product Name: Memory Card (8MB)(for PlayStation®2)
“Ceramic White/Black” SCPH-10410 CWB
Recommended Retail Price: 3,500 yen (excluding tax)
Release Date: December 4th, 2003 (Thursday)

Product Name: Vertical Stand (for PlayStation 2)
(expandable for External Hard Disk Drive)
“Midnight Black” SCPH-10220 NB
Recommended Retail Price: 1,500 yen (excluding tax)
Release Date: November 13th, 2003 (Thursday)

Product Name: Vertical Stand (for PlayStation 2)
(expandable for External Hard Disk Drive)
“Ceramic White” SCPH-10220 CW
Recommended Retail Price: 1,500 yen (excluding tax)
Release Date: December 4th, 2003 (Thursday)

Product Name: USB Keyboard (for PlayStation 2)
SCPH-10240
Recommended Retail Price: 3,500 yen (excluding tax)
Release Date: November 13th, 2003 (Thursday)

About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

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