



## **SONY COMPUTER ENTERTAINMENT INC. ANNOUNCES CHANGE IN MANAGEMENT**

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**Tokyo, October 26, 2005** – Sony Computer Entertainment Inc. (SCEI) announced today that Akira Sato, deputy president and Group COO of SCEI would be retiring from executive duties of the SCE Group effective as of November 5th, 2005. He will remain, as a member of the board of directors.

Since joining SCEI as one of the founding members in November 1993, Mr. Sato has poured all his power and passion to bring SCEI success, contributing especially in the sales, marketing and software business areas. Taking advantage of his experience cumulated over the years he worked for Sony Music Entertainment Inc., he has brought in effective methodology of the music business into SCEI, contributing to the establishment of a new business model which now is a standard in the computer entertainment industry. His professional arm was also extended to the software development arena, helping young talent in the first party production teams to bring a variety of multi-million seller titles to the market, enriching game software libraries for the PlayStation® platform.

### **Retiring Position (as of November 5<sup>th</sup>, 2005)**

Representative Director

Corporate Executive (Deputy President & Group COO)

Akira Sato

**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 PSP® (PlayStation®Portable) 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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