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SONY COMPUTER ENTERTAINMENT JAPAN RELEASES FIVE TITLES AS “PLAYSTATION®3 THE BEST” SERIES

Tokyo, February 5, 2008 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, today announced that it would introduce “PLAYSTATION®3 the Best” series and release five titles as the first “PLAYSTATION 3 the Best” series titles on March 19th, 2008.

“PLAYSTATION 3 the Best” is introduced to provide an opportunity for more and more PS3 users to enjoy innovative and exciting PS3 titles at a more affordable price. It will come in a familiar package design common with the existing “PlayStation®2 the Best” and “PSP® the Best” series. From among a variety of more than 70 disc based software titles for PS3 released to date in the Japanese market since the system’s launch in November 2006, “Folklore”(SCE WWS), “RESISTANCE: Fall of Man” (SCE WWS), “NINJA GAIDEN Σ” (TECMO,LTD.), “MOBILE SUIT GUNDAM Target in Sight” (NAMCO BANDAI Games Inc.),and “RIDGE RACER 7” (NAMCO BANDAI Games Inc.) have been selected.

SCEJ will continue to further expand the PS3 platform and create a new world of computer entertainment.

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2-2-2-2 SCEJ Releases Five Titles as PLAYSTATION®3 The Best” Series

The First “PLAYSTATION®3 the Best” Series Titles

Title	Developer	Launch date	Suggested Retail Price
Folklore PLAYSTATION®3 the Best	SCE WWS	March 19	3,619 yen (Inc.tax 3,800 yen)
RESISTANCE: Fall of Man PLAYSTATION®3 the Best	SCE WWS	March 19	3,619 yen (Inc.tax 3,800 yen)
NINJA GAIDEN Σ PLAYSTATION®3 the Best	TECMO,LTD.	March 19	3,619 yen (Inc.tax 3,800 yen)
MOBILE SUIT GUNDAM Target in Sight PLAYSTATION®3 the Best	NAMCO BANDAI Games Inc.	March 19	3,619 yen (Inc.tax 3,800 yen)
RIDGE RACER 7 PLAYSTATION®3 the Best	NAMCO BANDAI Games Inc.	March 19	3,619 yen (Inc.tax 3,800 yen)

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, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) 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 handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. 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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