



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
PLAYSTATION®2 (SCPH-90000) IN CINNABAR RED**
A New Color for PlayStation®2 to Become Available as a Limited Offer

Tokyo, June 3, 2008 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that it would introduce PlayStation®2 in a new color “Cinnabar Red” (SCPH-90000 CR), on Thursday, July 3, 2008, at a recommended retail price of 16,000 yen (including tax) as a limited offer for the Japanese market.

Since its launch in November 2007, the new PlayStation 2 (SCPH-90000 series) system has been highly successful gaining enthusiastic support from a broad range of users. The internal architecture of the system has been completely overhauled for this series resulting in lighter weight, and by adopting a built-in AC adapter, users’ convenience to enjoy various entertainment contents anywhere at home has been further enhanced.

More and more exciting new software titles continue to be released for PlayStation 2 from third party licensees as well as from Sony Computer Entertainment Worldwide Studios (SCE WWS), including *Persona4* by ATLUS CO., LTD., *SENGOKU BASARA X(Cross)* by CAPCOM CO., LTD., *JIKKYO PAWAFURU PROYAKYU 15* by Konami Digital Entertainment Co., Ltd., and *Ratchet&Clank: Size Matters* by SCE WWS, all scheduled for release this summer. (*1) (*2)

Entering in its 9th year since launch, PlayStation 2 continues to be strongly supported by users around the world, exceeding 130 million units in installed base worldwide. With the introduction of the new “Cinnabar Red” PlayStation 2, along with the attractive line-up of upcoming new game titles, PlayStation 2 will bring exciting interactive entertainment to a wider range of audience.

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SCEJ will continue to expand the PlayStation 2 platform and create a new world of computer entertainment with this new color offering and the wide variety of PlayStation 2 software.

(*1) *Ratchet&Clank: Size Matters* is a ported version, originally developed for PSP® (PlayStation®Portable)

(*2) The titles are in alphabetical order according to company name.

Product Outline

PlayStation 2 (SCPH-90000 CR)

Product name	PlayStation®2
Release date	July 3, 2008
Recommended retail price	16,000 JP Yen (including tax)
Color name	Cinnabar Red
Product code	SCPH-90000 CR
External dimension	Approx. 230 x 28 x 152 mm (width x height x depth)
Weight	Approx. 720g
Included	PlayStation 2 (SCPH-9000 CR) x 1 Analog Controller (DUALSHOCK®2) x 1 AV cable (integrated audio/video) x 1 AC power cord x 1

*Design and details are subject to change without prior notice.

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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