



FOR IMMEDIATE RELEASE

DAVID REEVES TO RETIRE FROM SONY COMPUTER ENTERTAINMENT EUROPE

Tokyo, April 15, 2009 – Sony Computer Entertainment Inc. (SCEI) announced today that David Reeves, President, CEO and Co-Coo, Sony Computer Entertainment Europe (SCEE), and Deputy President, Sony Computer Entertainment Inc., will retire from Sony Computer Entertainment Group as of April 30, 2009.

David Reeves joined SCEE in 1995, where he was responsible for establishing and managing the regional offices of SCEE in Germany, Austria and Switzerland. He moved back to the United Kingdom in 1999 and leveraging his talent and skills in the broad areas of sales, marketing and operations, Reeves contributed immensely in selling millions of the original PlayStation®, PlayStation®2, PSP® (PlayStation®Portable) and establishing the PlayStation name as the number one brand in the home digital entertainment industry in the countries and regions across the Europe/PAL territory. In 2003, Reeves was appointed President and COO of SCEE and CEO 2 years later, and while having nearly 100 countries in the Europe/PAL territories reporting to him and managing the vast market of diverse cultures and different business customs, he provided strong leadership in successfully launching PLAYSTATION®3 in the growing competitive landscape.

“David’s contribution in firmly establishing the PlayStation brand and expanding the business in Europe/PAL territories in his 14 year tenure at SCEE is immeasurable,” said Kazuo Hirai, President and Group CEO, Sony Computer Entertainment. “I would like to express my sincere gratitude to David for the many accomplishments he made to the PlayStation business and wish him the best luck in his future endeavours.”

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“It has been a wonderful ride with PlayStation,” said David Reeves. “I never got to visit all 106 countries but managed 66. I have just two things to say on leaving: I want to thank all of those people who have supported SCEE and me personally in the past 14 years; you have been magnificent! Secondly, I am going to spend my time now trying to repay society for all I have taken from it. If your children are having physics lessons at the local school or wondering why their ski instructor is very elderly, your car mechanic has a bad back, or the social worker keeps bringing you PSP games, then it could just be me! Good luck to everybody at SCEE and everybody who continues to support us.”

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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