



## PLAYSTATION®2 VITAL STATISTICS

- The **PlayStation 2** computer entertainment system was launched on October 26, 2000. Since then more than 25 million consoles have been sold in North America, with more than 70 million shipped worldwide.
- The **PlayStation 2** computer entertainment system is currently outselling competition by a minimum of three to one.
- According to the NPD Group, the videogame industry generated more than \$10 billion in 2003. PlayStation platforms comprised 60% of total industry dollars, generating nearly \$5 billion in revenues.
- **PlayStation 2** owners can choose from a library of more than 700 game titles. The quality, selection and low price of games available for the **PlayStation 2** computer entertainment system makes it the best-selling next generation console to date.
- On August 27, 2002, Sony Computer Entertainment America made online console gaming a reality in North America with the launch of the **Network Adaptor** (Ethernet/modem) (for PlayStation® 2), the gateway to the PlayStation 2 online arena.
- To date there are more than 2.6 million **PlayStation 2** gamers with online connectivity, the largest online console community in North America. These gamers represent 10% of the total PlayStation 2 installed base.
- 100 PlayStation 2 online titles will be available by the year-end spanning genres including sports, racing, shooter, role-playing and more.
- Always providing consumers with choice, Sony Computer Entertainment America has made the **Network Adaptor** available for use with either broadband or dial-up. Consumer love the choice and are split on how they get online -- Broadband, 61% and Analog, 39%.
- On March 23, 2004, Sony Computer Entertainment America introduced the **Internal Hard Disk Drive** (HDD) offering consumers an extended gaming world by providing a dynamic experience through expanded applications and downloadable entertainment content. The HDD is available for a MSRP of \$99 with *FINAL FANTASY® XI* pre-installed and ready to play.

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