



919 East Hillsdale Blvd., 2nd Floor
Foster City, California 94404-2175
650 655 8000
650 655 8001 Fax

SONY COMPUTER ENTERTAINMENT AMERICA CORPORATE FACT SHEET

Company Overview: Recognized as the undisputed industry leader in the videogame industry, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one™ game console and the PlayStation®2 computer entertainment system in North America. Sony Computer Entertainment America continues to redefine the entertainment lifestyle with its PlayStation products.

- Quick Facts:**
- The acclaimed PlayStation game console achieved status as the best-selling game console ever, with a PlayStation found in **one out of every three U.S. households.**
 - To date, more than **25 million** PlayStation 2 consoles have been sold in North America, with over **70 million shipped worldwide.**
 - A PlayStation 2 system can be found in **one out of every four U.S. households.**
 - With the broadest spectrum of genres available than on any other platform, gamers can enjoy more than 700 titles for PlayStation 2 and over 1,300 for PlayStation.
 - PlayStation 2 currently boasts the largest online console gaming community in North America, with more than **2.6 million gamers with online connectivity.**
 - On August 19, 2003 Sony Computer Entertainment America introduced the **PlayStation 2 Combo Pack** which provides consumers with a turnkey solution for online gaming and includes: the PlayStation 2 console, Network Adaptor, and a copy of the online-enabled game, *ATV Offroad Fury™ 2*, all for \$199 suggested retail price (SRP).
 - More than 60 online-enabled titles are currently available for PlayStation 2, and a library of more than 100 will be available by year-end.

Third Party Partnerships: Sony Computer Entertainment America third party partners include Acclaim Entertainment, Inc., Activision, Inc., Agetec, Inc., AIA, Atari, Inc., Atlas Corporation, Inc., BAM! Entertainment Inc., Bandai America, Inc., Bethesda Softworks, Capcom Entertainment, Capital Entertainment, Codemasters, Inc., Conspiracy Entertainment, Crave Entertainment, Destination Software, Inc., DreamCatcher Interactive, Eidos Interactive, Electronic Arts, Empire Interactive, Encore Software, Inc., Fox Interactive, Gotham Games, Hot-B USA, Inc., Hudson Soft, Incredible Technologies, Inc., Interplay Entertainment Corp., inXile, Jaleco Entertainment, KEMCO, Knowledge Adventure, KOEI Co. Ltd., Konami, LEGO Media International Ltd., LucasArts Entertainment Company LLC, MAGIX, Majesco, Inc., Mastiff, Metro 3D, Microids, Midway, Namco Hometek, Inc., Natsume, Inc., NEC Interchannel, NewKidCo International, Inc., NovaLogic, Sammy Studios, Sega, Sierra Entertainment, Inc., Simon & Schuster Interactive, SouthPeak Interactive LLC, Square Enix Co., Ltd., Take-Two Interactive Software, Inc./Rockstar Games, Inc., Tecmo, Inc., The 3DO Company, THQ, Inc., Titus Interactive, UBI Soft Entertainment, Universal Interactive, Inc., Vatical Entertainment LLC, Vivendi Universal, Working Designs, World Entertainment, Xicat Interactive Inc., XS Games.

- Key Personnel:**
- **Kazuo Hirai**, president and chief executive officer
 - **Andrew House**, executive vice president
 - **Jack Tretton**, executive vice president
 - **Jim Bass**, chief financial officer
 - **Riley Russell**, general counsel
 - **Steve Ross**, senior vice president
 - **Shuhei Yoshida**, vice president, product development
 - **Marilyn Weyant**, vice president, loyalty and channel marketing
 - **Frank O'Malley**, vice president, sales
 - **Glenn Nash**, vice president, supply chain and service

Headquarters: Based in Foster City, Calif., Sony Computer Entertainment America serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

Media Contacts:	Teresa Weaver Sony Computer Entertainment America 650-655-5324 teresa_weaver@playstation.sony.com	Monica Wik Sony Computer Entertainment America 650-655-5394 monica_wik@playstation.sony.com
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