



PLAYSTATION®2 BB PACK AVAILABLE AT A NEW PRICE POINT

Tokyo, October 26, 2004 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that effective November 3rd, 2004, *PlayStation®2 BB Pack* (SCPH-50000 MB/NH), would become available at a newly set recommended retail price of 24,800 yen (26,040 yen tax inclusive), a 5,000 yen price cut from the current price.

PlayStation 2 network products, which allow users to connect PlayStation 2 to the network, sold more than 550,000 units ^(*1) in Japan alone, contributing to the solid growth of the PlayStation 2 on-line gaming market. On the software side, 67 on-line titles are already made available as of September 2004 through both first and third party developers and publishers and a compelling lineup of fresh and attractive on-line titles and content services will be offered continuously.

With this price cut, SCEJ will continue to support on-line gaming and broadband content services with titles such as *Nobunaga's Ambition Online* (KOEI Co., Ltd.), *Final Fantasy XI* (SQUARE ENIX CO., LTD.) and *Minna no GOLF Online* (SCEJ) that require the use of the *Hard Disk Drive* ^(*2). Having newly priced *PlayStation BB Pack* as well as the new PlayStation 2 (SCPH-70000), already incorporated with a Network Adaptor function, which is due out on November 3rd, 2004, SCEJ aims to drive the expansion of on-line business on PlayStation 2.

With PlayStation, PlayStation 2, and PSP™ (PlayStation Portable), SCEJ will create and develop a new world of computer entertainment through the fusion of game, music, movies, and broadcasting.

-more-

2-2-2-2 PlayStation 2 BB Pack Available at A New Price Point

(*1) Data as of September 2004. Includes figures of Hard Disk Drive Unit sold in 2001 and PlayStation BB Unit sold since 2002 through Internet Service Providers.

(*2) For further details regarding network connection, on-line games and network products, please visit our website (<http://www.playstation.jp/info/>).

About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

###

PlayStation, and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. PSP is a trademark of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners. ©2003-2004 KOEI Co.,Ltd. ©2002-2004 SQUARE ENIX CO., LTD. All Rights Reserved.