



**SONY COMPUTER ENTERTAINMENT LAUNCHES
LIMITED SPRING COLOR MODELS FOR PLAYSTATION®2**
Commemorating the Achievement of 50 Million Unit Shipment of PlayStation®2

Tokyo, January 30, 2003 – Sony Computer Entertainment Inc. (SCEI) announced today that commemorating the cumulative worldwide shipment of 50 million units of its PlayStation®2 computer entertainment system, it would launch new color models of PlayStation 2 for the limited period of time in spring for the Japanese market. PlayStation 2 will come in three different colors: “SILVER” to be released on February 13th, 2003 and “SAKURA” and “AQUA” on February 20th, 2003.

Supported by a wide range of users all over the world, PlayStation 2 continues to gain worldwide popularity, reaffirming its position as the standard entertainment platform in homes. Numbers of exciting software titles are continuously released, driving the further sales of the hardware, thus creating a positive spiral for the PlayStation business.

Following the success of the limited color models released in the summer of 2002, SCEI is introducing three spring models: “SAKURA” inspired by spring; “AQUA” in the image of clear water; and “SILVER” to coordinate with other AV equipment in the living room. Analog Controller DUALSHOCK®2 will come in same colors and finish as PlayStation 2. Separately sold Vertical Stand will also become available in same colors. With these new colors, SCEI aims to further broaden PlayStation 2 users.

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With PlayStation and PlayStation 2, Sony Computer Entertainment will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

Product Name:	PlayStation®2 Spring 2003 Color Models
	“SILVER” SCPH-39000 S
	“SAKURA” SCPH-39000 SA
	“AQUA” SCPH-39000 AQ
Suggested Retail Price:	JPY 25,000/unit (excluding tax)
Release Date:	“SILVER” February 13 th , 2003 (Thursday)
	“SAKURA” February 20 th , 2003 (Thursday)
	“AQUA” February 20 th , 2003 (Thursday)
Included:	PlayStation 2 hardware x 1
	Analog Controller DUALSHOCK®2 x 1
	(same color as the PlayStation 2 hardware)
	AV cable (integrated Audio/Visual) x 1
	AC Power Cord x 1

Separately Sold Accessories

Product Name:	Vertical Stand (for PlayStation®2)
	“SILVER” SCPH-10040 S
	“SAKURA” SCPH-10040 SA
	“AQUA” SCPH-10040 AQ
Suggested Retail Price:	JPY 1,500/unit (excluding tax)
Release Date:	“SILVER” February 13 th , 2003 (Thursday)
	“SAKURA” February 20 th , 2003 (Thursday)
	“AQUA” February 20 th , 2003 (Thursday)

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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 and PlayStation®2 computer entertainment 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. 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 two 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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