



## **PLAYSTATION®2 ACHIEVES CUMULATIVE WORLDWIDE SHIPMENT OF 60 MILLION UNITS**

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**Tokyo, September 9, 2003** – Sony Computer Entertainment Inc. (SCEI) announced today that cumulative worldwide shipment of its PlayStation®2 computer entertainment system reached 60 million units on September 6, 2003. Since its launch in Japan on March 4, 2000, sales of PlayStation 2 have grown rapidly around the world and it continues to gain worldwide popularity while reaffirming its position as the standard entertainment platform in homes. With year-end/New Year holiday season approaching, SCEI will further increase hardware production to meet active demands.

Shipment of 60 million units within 3 years and 6 months since the launch is 1.6 times more in volume compared to the same period after launch of the original PlayStation®, and a year and a month faster in penetration speed. In order to prepare for the peak selling season, from this August, SCEI has raised its monthly production/shipment to more than 3 million units, and will continue to control appropriate allocation according to actual market demands. As for software, over 2,000 game titles are available for PlayStation 2 worldwide, with cumulative shipments marking more than 400 million units. New and attractive lineup of software titles is expected to be released continuously towards the peak selling season.

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.

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## 2-2-2-2 PS2 Achieves Cumulative Worldwide Shipment of 60 Million Units

### **PlayStation 2 Cumulative Shipments by Territory (as of September 6, 2003)**

- Japan (including Asia <sup>(\*1)</sup>)  
14.17 million units (launch date: March 4, 2000)
- North America  
26.42 million units (launch date: October 26, 2000)
- Europe/PAL  
19.44 million units (launch date: November 24, 2000)

### **Worldwide Shipment: 60.03 million units**

(\*1) Includes shipments to Asian countries and regions including South Korea.

#### **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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