



## **SONY COMPUTER ENTERTAINMENT JAPAN SETS NEW PRICE FOR PLAYSTATION®2**

***To become Available in a New Color on November 13<sup>th</sup>, 2003 at RRP 19,800 Yen***

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**Tokyo, November 4, 2003** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that the recommended retail price of *PlayStation®2* computer entertainment system will be reduced from 25,000 yen (excluding tax), to 19,800 yen (excluding tax) beginning November 13<sup>th</sup>, 2003. Along with this new price setting, the standard color of *PlayStation 2* will change to “Midnight Black”, a translucent color based on the original black model.

*PlayStation 2* continues to spread widely around the world, achieving shipments of more than 14.2 million units in Japan and 62 million worldwide, and it is reaffirming its position as the standard entertainment platform in the home. A wide array of attractive and exciting first and third party titles, such as *Minna No Golf 4* (SCEJ), *Gran turismo®4 “Prologue Version”* (SCEJ) and *Ratchet & Clank®2 Ga Ga Ga! Ginga No Komando-su*, (SCEJ) and *BIO HAZARD® OUT BREAK* (CAPCOM CO.,LTD.), *Romance of The Three Kingdoms IX* (KOEI Co., Ltd), *J.LEAGUE Winning Eleven Tactics* (Konami Computer Entertainment Tokyo,Inc.), *FRONT MISSION 4* (SQUARE ENIX CO., LTD.), *Kunoichi* (SEGA Corporation), *FATAL FRAME2* (TECMO,LTD.), *TAIKONOTATSUJIN WAKUWAKUANIMEMATSURI* (NAMCO LIMITED), and *MOBILE SUIT Z GUNDAM A.E.U.G. vs. TITANS* (BANDAI CO.,LTD.) will become available for this holiday season.

Along with the color change of *PlayStation 2*, separately sold *Analog Controller DUALSHOCK®2* and *Vertical Stand (for PlayStation 2)* will also become available in the same color.

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## 2-2-2-2 SCEJ Sets New Price for PlayStation 2

By setting a new hardware price towards the year-end/New Year holiday peak-selling season, SCEJ aims to activate consumer demands and broaden *PlayStation 2* audience furthermore.

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

### Product Outline

<b>Product Name:</b>	PlayStation®2 “Midnight Black” SCPH-50000 NB
<b>Recommended Retail Price:</b>	19,800 yen (excluding tax)
<b>Release Date:</b>	November 13 <sup>th</sup> , 2003 (Thursday)
<b>Dimensions:</b>	301 mm (W) x 182 mm (D) x 78 mm (H)
<b>Weight:</b>	Approximately 2kg
<b>Interfaces:</b>	Controller Port x 2 MEMORY CARD slot x 2 USB connector x 2 EXPANSION BAY x 1 AV MULTI OUT connector x 1 DIGITAL OUT (OPTICAL) connector x 1
<b>Included:</b>	PlayStation 2 hardware x 1 Analog Controller DUALSHOCK®2 x 1 AV cable (integrated Audio/Visual) x 1 AC Power Cord x 1

### Separately Sold Accessories

<b>Product Name:</b>	Analog Controller DUALSHOCK®2 “Midnight Black” SCPH-10010 NB
<b>Recommended Retail Price:</b>	2,800 yen (excluding tax)
<b>Release Date:</b>	November 13 <sup>th</sup> , 2003 (Thursday)
<b>Product Name:</b>	Vertical Stand (for PlayStation®2) (expandable for External Hard Disk Drive) “Midnight Black” SCPH-10220 NB
<b>Recommended Retail Price:</b>	1,500 yen (excluding tax)
<b>Release Date:</b>	November 13 <sup>th</sup> , 2003 (Thursday)

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### 3-3-3-3 SCEJ Sets New Price for PlayStation 2

#### **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.

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