



**SONY COMPUTER ENTERTAINMENT JAPAN
SETS NEW PRICE FOR “PLAYSTATION®2” BB PACK**
To become Available in November 13th, 2003 at RRP 29,800 Yen

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*” *BB Pack*, will be reduced from 35,000 yen (excluding tax), to 29,800 yen (excluding tax), beginning November 13th, 2003.

Broadband connectivity in Japan is growing rapidly, with the number of subscribers to broadband network services reaching more than 12 million as of end September 2003 ^(*1). Network products for *PlayStation 2* became available at retailers in June 2003 and have sold more than 3.6 million units ^(*2), contributing to the steady growth of the on-line gaming market.

25 on-line titles are currently available on *PlayStation 2*, and a flow of new titles such as *BIO HAZARD® OUT BREAK* (CAPCOM CO.,LTD.), *Karaoke Revolution* (KONAMI CORPORATION), *BATTLE GEAR3* (TAITO CORPORATION), *MOBILE SUIT Z GUNDAM A.E.U.G. vs. TITANS* (BANDAI CO.,LTD.) and *TAISEN* (MAINICHI COMMUNICATIONS INC.) are expected to be released from third party developers and publisher from this holiday season.

With the rich lineup of on-line titles and newly priced, more affordable “*PlayStation 2*” *BB Pack*, SCEJ will promote expansion of on-line business on *PlayStation 2*, and continue to accelerate network business in the future.

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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.

(*1) Figure by Ministry of Public Management, Home Affairs, Posts and Telecommunications.

(*2) Includes figures of *Hard Disk Drive Unit* sold in 2001 and *PlayStation*®*BB Unit* sold since 2002 through Internet Service Providers.

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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