



SONY CHINA ANNOUNCES LAUNCH OF PLAYSTATION®2 IN THE CHINA MAINLAND MARKET

Beijing, November 28th, 2003 – Sony (China) Ltd. announced today that it would release PlayStation®2 computer entertainment system and license software title publishing and distribution to local partners beginning December 20th, 2003 in Beijing, Shanghai, Guangzhou, Shenzhen and Chengdu, and later in more cities in China to develop the home computer entertainment market in mainland China. The color of the PlayStation®2 hardware for the China mainland market is “Satin Silver” and will be available at the suggested retail price of RMB1,988.

“In response to strong nationwide request for PlayStation®2 in China, Sony China is committed to develop a full-fledged PlayStation®2 business in the growing market,” said Hiroshi Shoda, Chairman of Sony (China) Ltd. “PlayStation®2 computer entertainment system brings an integrated entertainment experience to the users. It’s not only a game platform, but also the new center of home entertainment. We are excited to bring the world most favored computer entertainment platform to the Chinese consumers.”

Since its launch in March 2000, PlayStation®2 computer entertainment system has quickly achieved its No.1 position in Japan, North America, Europe, South Korea and south-east Asian countries and regions. As of September 30th, 2003, the total shipment of PlayStation®2 hardware has exceeded 62 million units and software 425 million units worldwide. PlayStation®2 computer entertainment system has a massive range of software titles and a total of over 2,500 titles were developed worldwide.

With the launch of PlayStation®2, home computer entertainment platform will be introduced for the first time to over 10 million households in five big cities in China. By integrating cutting-edge technology with digital entertainment content, a redefined home entertainment lifestyle is created not only for game players, but for all entertainment lovers in China.

“We’ve always wanted to introduce PlayStation to the people of China,” said Ken Kutaragi, president and CEO of Sony Computer Entertainment Inc. “It is my privilege to bring

the world's most exciting home computer entertainment platform to the people of China and I'm sure PlayStation 2 will open the doors to new home entertainment experiences for everyone."

With PlayStation®2 computer entertainment, Sony (China) will continuously create and develop a new world of home computer entertainment for Chinese people to better enjoy life in the upcoming broadband era.

About Sony (China) Ltd.

Sony (China) was established in Oct. 1996 in Beijing by Sony Corporation to manage and coordinate Sony's business operations in China. It operates on the investments in China's electronic information industry, the overall management and business support for all Sony companies in China. Sony (China) wishes to contribute more for China's economic development through continuous business efforts.

Product Outline

Product Name:	PlayStation®2 SCPH-50009 -Satin Silver-
Available:	Dec. 20 th , 2003
Recommended Retail Price:	RMB1,988
Dimensions:	Approximately 301mm(W) X 182 mm(D) X 78 mm(H)
Weight:	Approximately 2.0kg
Playable formats/Region code:	PlayStation®2 format CD-ROM, DVD-ROM: NTSC/C PlayStation® format CD-ROM: NTSC/C Audio CD DVD video: Region number 6 DVD-R/ -RW(Video mode) DVD-RW(VR mode) DVD+R/ +RW
Interfaces:	Controller port (2) MEMORY CARD slot (2) USB connector (2) AV MULTIOUT connector (1) DIGITAL OUT(OPTICAL) connector (1) EXPANSION BAY (1)
Included:	Analog controller (DUALSHOCK®2) (1) AV cable (integrated audio/video) (1) AC power cord (1)

Separately Sold Accessories

Analog Controller (DUALSHOCK®2)	SCPH-10010 CSS
Memory Card (8MB) (for PlayStation®2)	SCPH-10020 CB
Vertical Stand (for PlayStation®2)	SCPH-10040 CSS
Multitap (for PlayStation®2)	SCPH-10090 CB
DVD Remote Control (for PlayStation®2)	SCPH-10420 CB
AV Cable (integrated audio/video)	SCPH-10030 CB
S VIDEO Cable	SCPH-10060 CB
Component AV Cable (for PlayStation®2)	SCPH-10100 CB

List of Expected Software Titles

Title	Developer	Suggested Retail Price
	Publisher	
	Distributor	
Ape Escape 2 (Action) 捉猴啦 2	Sony Computer Entertainment Japan	RMB168
	Beijing Kehai Electronics Press	
	China CYTS Trank Technology Co., Ltd.	
ICO (Adventure) ICO 古堡迷踪	Sony Computer Entertainment Japan	RMB168
	Beijing Kehai Electronics Press	
	Beijing Kinghope Co., Ltd.	

List of Cooperating Overseas Publishers for Upcoming Software Titles

(In alphabetical order, as of Nov.28, 2003)

BANDAI CO.,LTD.
CAPCOM CO.,LTD.
FromSoftware,Inc.
KOEI Co.,Ltd.
KONAMI CORPORATION
NAMCO LIMITED
SEGA CORPORATION
TAITO CORPORATION

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