



## **SCEI PROMOTES DAVID REEVES TO PRESIDENT & COO OF SONY COMPUTER ENTERTAINMENT EUROPE, EFFECTIVE JANUARY 2004**

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**Tokyo, December 5, 2003** – Sony Computer Entertainment Inc. (SCEI) announced today the promotion of David Reeves, currently executive vice president of sales and marketing, Sony Computer Entertainment Europe (SCEE), to president and chief operating officer of SCEE, effective January 1, 2004.

Reeves joined SCEE in 1995, and from the very beginning of his tenure, his main areas of responsibility were to develop the company's marketing strategies and expand retail and distribution channels in the market of immense diversity, which he has successfully achieved.

In his new role, Reeves continues to report to Chris Deering, who will become chairman of SCEE in addition to remaining chief executive officer.

Deering and Reeves will together continue to further expand the market and bring the world of PlayStation to more people in Europe, the Middle-East, Africa, Australia and New Zealand.

This announcement is made in conjunction with Sony Corporation's assignment of Chris Deering to the additional role of president of Sony's electronics business in Europe, effective April 1, 2004.

### **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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