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SN SYSTEMS OPENS NEW SATELLITE OFFICE IN DUBLIN

Bristol, 2nd September, 2008 – SN Systems, a subsidiary of Sony Computer Entertainment Inc. (SCEI), are pleased to announce the opening of a new satellite office in Dublin, Ireland.

Based in the centre of the city, the new Dublin office will be lead by Matt Bush, an SN Systems veteran with nine years' experience working on all PlayStation® platforms. The main focus of the office will be research and development for the ProDG development tools, the standard programming tools for all PlayStation hardware.

Andy Beveridge, SN Systems Director added “As part of the on-going development process we’re finding that in order to recruit the most talented staff, we need to have offices in numerous locations. Last year we opened our first US office in San Jose, California and this year it’s Dublin. Both offices will grow in numbers quite rapidly as we plan to recruit more staff to cope with the demand of supporting PlayStation game title developers worldwide. However, the Bristol office will still be our Headquarters and main focal point. To accommodate our growth, we’ll be moving to a larger office later this year”.

The new Dublin office reflects the overall expansion of SN Systems and will result in the creation of a number of new positions within the company.

If you think you have the right skills and experience to join our talented team, please send your CV and a covering letter indicating how you can contribute to SN Systems Limited to hr@snsys.com.

For further information on SN Systems please visit www.snsys.com

About SN Systems

SN Systems is a wholly owned subsidiary of Sony Computer Entertainment Inc. that produces industry-standard development tools used by console game programmers worldwide.

SN Systems has built a high reputation for understanding and meeting the needs of games developers, delivering quality software such as ProDG, Tuner and SN-DBS while offering unrivalled first-class support. For further information, please visit www.snsys.com.

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, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) 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. PSP is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. 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 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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