



SCE ANNOUNCES NEW MANAGEMENT TEAM

Ken Kutaragi, Chairman and Group CEO and Kaz Hirai, President and Group COO

Tokyo, November 30, 2006 – Sony Computer Entertainment Inc. (SCEI) today announced the appointment of Ken Kutaragi, President and Group CEO, as Chairman and Group CEO, and Kaz Hirai, President and CEO of Sony Computer Entertainment America (SCEA), as President and Group COO of SCEI, effective December 1, 2006. The company also announced the appointment of Akira Sato, member of the board of directors, as Vice Chairman, and David Reeves, President and CEO and Co-COO of Sony Computer Entertainment Europe (SCEE), as Deputy President of SCEI in addition to his current responsibility at SCEE, also effective December 1, 2006. Masaru Kato will remain in his current position as Deputy President and Group CFO.

Ken Kutaragi will continue to oversee the entire SCE Group as chief executive officer, and will fully exercise his power to reinforce and further accelerate the development of the PlayStation® business.

Kaz Hirai joined SCEA in 1995, and was first appointed Executive Vice President and COO in 1996, President and COO in 1999 and President and CEO in 2003, and during these years, Hirai has made outstanding contributions in growing PlayStation and PlayStation®2 to the number one computer entertainment platforms in North America. In his new capacity as President and Group COO of the entire SCE Group, he will bring his strong leadership skills and experience to fulfill his responsibilities as head of operations worldwide.

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David Reeves, joining SCEE in 1995, has played a central role in ramping up the PlayStation business in Europe/PAL territories especially in the field of sales and marketing. In 2005, he assumed the position of President and CEO of SCEE, fully proving his abilities to maintain consistent business results and further expanding the PlayStation markets in Europe/PAL territories including Russia, Middle-East, Africa, Australia and New Zealand. In assuming the position of Deputy President of SCEI, he will effectively leverage his talents and skills in the management of SCE Group.

Akira Sato joined SCEI in 1993 as one of the founding members. As Deputy President and COO, he made numerous contributions especially in building a new business model in the world of computer entertainment as well as in the area of game software development by discovering new talent and introducing unique content. In November 2005, he stepped down from operating responsibilities, and by resuming his executive role as Vice Chairman, he will look after the development of new business areas.

Masaru Kato will continue to be deeply involved in group management with his expertise as chief financial officer.

With the strong leadership of the new management team, SCEI will head towards a new generation of computer entertainment.

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- SCEI Members of the Board of Directors (as of December 1, 2006)

Ken Kutaragi	Chairman and Group CEO
Akira Sato	Vice Chairman
Kaz Hirai	President and Group COO
Masaru Kato	Deputy President and Group CFO
David Reeves	Deputy President
Howard Stringer	
Ryoji Chubachi	
Kenshi Manabe	
Shigeo Maruyama	

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 upcoming, much-anticipated 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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