



MEDIA MOLECULE SIGN EXCLUSIVE DEAL WITH SONY COMPUTER ENTERTAINMENT EUROPE

Media Molecule an exciting new independent studio, is delighted to announce that it has entered into an exclusive relationship with Sony Computer Entertainment Europe to create an original and innovative game for PLAYSTATION®3.

The company was founded in January this year by Alex Evans, Mark Healey, Dave Smith and Kareem Ettouney. All four have impressive track records in the games industry with titles, such as Dungeon Keeper, Theme Park, Black & White, Live for Speed and Fable. The team have most recently completed the cult hit Rag Doll Kung Fu, which was the first third party title to be available through Steam, and went on to be nominated for two Develop awards.

In announcing the deal Mark Healey, Creative Director at Media Molecule said, "Working together on Rag Doll convinced us that a focussed and efficient team had the ability to deliver exciting and innovative content. The ambition for Media Molecule is to take that a step further and prove that a small (20 plus) and passionate team can deliver a world class, triple A, next generation product. Sometimes the very unwieldiness of a massive team renders it much less efficient."

The team's ethos clearly impressed Sony Computer Entertainment Europe (SCEE), one of the world's biggest publishers, and to this end have contracted Media Molecule to create an original game for PLAYSTATION3.

Alex Evans, Technical Director explained, "SCEE have proven to be the perfect partner for us. They immediately understood both our ambition for the game as well as our development style." Alex added "I think it is fantastic that a massive company like Sony has the vision to see that a smaller outfit can create a world class game. Even after 6 months of working together, we're beginning to create something very special for PS3."

Michael Denny, Vice President, Sony Computer Entertainment Worldwide Studios (Europe) responded "We were immediately struck by Media Molecule's ambitions for what a next-gen title could be. Innovation is the key to our shared vision and everyone here at SCEE is highly impressed by Media Molecule's ability to deliver on that vision. We're excited to have extended our partnership on an exclusive basis and look forward to presenting the game publicly in due course."

For further information on Media Molecule please contact Cathy Campos at Panache PR on +44 1 483 401099 or via email cathy@panachepr.co.uk

For information on jobs at Media Molecule please visit www.mediamolecule.com

About Media Molecule

Media Molecule is based in Guildford, UK and was founded in January 2006. The company's founders have worked at some of Britain's most innovative, successful and respected developers Bullfrog, Lionhead and Criterion Games. The company is currently working on its first game, an original title, which has been signed exclusively to Sony Computer Entertainment Europe for PlayStation®3.

About Sony Computer Entertainment

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the platforms in these territories. Between its European debut on 24th November 2000 and the end of March 2006, over 38 million PlayStation 2 consoles have been shipped across the SCEE territories, over 103 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2006, over 5 million PSP systems have been shipped across the SCEE territories, with over 17 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com and www.yourpsp.com or visit the Virtual Press Office at www.scee.presscentre.com.

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