



**SONY COMPUTER ENTERTAINMENT ACQUIRES ZIPPER INTERACTIVE,
DEVELOPER OF TOP SELLING *SOCOM: U.S. NAVY SEALs* FRANCHISE
*Leading Online Console Game Creators Join SCE Worldwide Studios Network***

FOSTER CITY, Calif., January 24, 2006 – Sony Computer Entertainment (SCE) announced today that leading game developer and long-time partner Zipper Interactive, creators of the top-selling *SOCOM: U.S. Navy SEALs* franchise, joins its newly formed global development operation, SCE Worldwide Studios. In an effort to further its commitment to long-term creative excellence in game development on PlayStation® platforms, the addition of Zipper Interactive marks the second studio acquisition by SCE following Guerrilla B.V. in December 2005.

Based in Redmond, Wash., Zipper Interactive is the award-winning developer of the *SOCOM: U.S. Navy SEALs* series for both the PlayStation®2 computer entertainment system and the PSP™ (PlayStation®Portable) system, with franchise sales of all SOCOM titles surpassing seven million units worldwide. As the breakthrough online franchise on PlayStation 2, the critically acclaimed SOCOM series has consistently ranked number one within the platform portfolio across all global markets.

Building on an already strong and close working relationship between Zipper and Sony Computer Entertainment America, the two companies have signed an exclusive development agreement in January 2006. This move brings a studio well known for technology innovation formally into the PlayStation family and becomes a key creative force of SCE Worldwide Studios. Its day-to-day operations will continue to be run by the current management team and company founders in conjunction with SCE WWS Foster City Studio. Financial terms of this arrangement are not disclosed.

“Zipper Interactive is one of the most well-known and respected development teams in the industry and we have enjoyed a great working relationship with the company since July 1999,” said Phil Harrison, president, SCE Worldwide Studios. “Zipper’s tremendous achievements and expertise in creating top-selling games with fantastically loyal online communities is a great addition to our development organization. We are delighted that Zipper Interactive is now a core member of the SCE Worldwide Studios network.”

SCE – Zipper Interactive Acquisition
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“We were first drawn to Sony Computer Entertainment by their vision for growing the videogame industry,” said Jim Bosler, president and CEO, Zipper Interactive. “We’ve enjoyed an incredible relationship with SCE for more than six years. This has allowed us to combine our cutting edge technical and design capabilities with SCE’s creative insights and extraordinary support to become the leader in the online console multiplayer field. As a part of the Sony Computer Entertainment group we can look forward to introducing innovative titles that push online functionality and community experiences even further.”

About SCE Worldwide Studios

SCE Worldwide Studios is responsible for the global strategy, management and production of computer entertainment software published by SCE companies worldwide for the PlayStation® platforms incorporating the development organizations of Japan, North America, Europe, Asia and Polyphony Digital, Inc.

About Sony Computer Entertainment America Inc.

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one™ game console, the PlayStation®2 computer entertainment system and the PSP™ (PlayStation®Portable) system. The PlayStation 2 computer entertainment system is set to revolutionize the home entertainment market, offering the most compelling interactive content and the capability to be used as a network terminal in the coming broadband era. PSP is a new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one game console, the PlayStation 2 computer entertainment system and the PSP entertainment system for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.