

ご参考

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ソニー株式会社

『「プレイステーション 3」北米にて100万台出荷達成』発表の件

株式会社ソニー・コンピュータエンタテインメントの北米ビジネスを統括する Sony Computer Entertainment America Inc.(以下、SCEA)は、米国・ラスベガスにて開催されている「2007 International Consumer Electronics Show」で現地時間1月8日に、北米での「プレイステーション 3」の出荷台数が2006年11月17日の発売から12月31日までの6週間で100万台を達成したことを発表しました。

詳細は添付のSCEAによるリリース資料(英文)をご参照ください。

以上



FOR IMMEDIATE RELEASE

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**SONY COMPUTER ENTERTAINMENT AMERICA ANNOUNCES PLAYSTATION®3
HITS ONE-MILLION MARK IN NORTH AMERICA**
*Momentum for the PlayStation®2 Computer Entertainment System and the
PSP® (PlayStation®Portable) Handheld Entertainment System Remain Strong*

LAS VEGAS, January 8, 2007 – At the Consumer Electronics Show (CES) 2007 in Las Vegas, Sony Computer Entertainment America (SCEA) today announced that more than one million units of its recently launched PLAYSTATION®3 (PS3™) computer entertainment system have shipped in North America to retailers. The company successfully achieved this milestone by the end of the 2006 calendar year, just six weeks after the product was introduced on November 17, 2006.

PS3 has been selling-out at retail outlets across North America since it was launched. This high consumer demand drove PS3 to reach the one-million mark before its predecessors, the PlayStation®2 computer entertainment system and the original PlayStation game console – both systems combined have shipped more than 200 million units of hardware and more than two billion units of software worldwide.

“SCEA went to great lengths to help meet demand for PS3, including airlifting systems into North America on a weekly basis to ensure a steady stream of units were available to consumers throughout the holiday season,” said Jack Tretton, president and CEO, SCEA. “The fact that we were able to reach the one-million mark faster than our top-selling platform, PS2, further validates the strength of the PlayStation brand and our belief that consumers are ready to experience true high-definition gaming.”

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SCEA – PlayStation 3 Sales Top 1 Million in North America
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PS3 wasn't the only hot gift this holiday season; the PlayStation 2 computer entertainment system continues to enjoy record-breaking sales in North America. In the first quarter of 2007, PS2 will continue to fuel industry growth with the highly anticipated release of the *MLB 07 The Show*™ and *God of War*® II titles.

Consumer demand for the PSP® (PlayStation®Portable), the company's popular handheld entertainment system, also remained strong this past year. New software releases continued PSP's momentum in offering console-quality gaming on-the-go, from key franchises such as *SOCOM: U.S. Navy SEALs Fireteam Bravo 2* to award-winning original IP such as *LocoRoco*™. SCEA also drove interest in the PSP system via expanded entertainment capabilities, including TiVoToGo™, which enables PSP owners to watch television programming transferred from their TiVo wherever, whenever; support for video podcasts broadcasted through Really Simple Syndication (RSS) feeds; and a Remote Play feature for streaming media content (music, videos and photos) from a PS3 to a PSP.

“Reaching the one million mark for PS3 is the first of many major milestones for us as we head into a new year. Even more impressive, is that we were able to accomplish this feat while successfully managing two other platforms—PS2 and PSP,” said Tretton. “With three PlayStation platforms now available to users, 2007 will be about software and delivering innovative, new experiences and award-winning franchises to consumers, both through retail and through our online PLAYSTATION®Network.”

PlayStation-branded entertainment and gaming content that will be shown in the Sony booth at CES 2007, includes:

FORMULA ONE™ *CHAMPIONSHIP EDITION* – PS3

MLB 07 The Show™ – PS3, PSP

MotorStorm™ – PS3

Lair – PS3

Heavenly Sword™ – PS3

Gran Turismo™ *HD Concept* – PS3 Downloadable

Ratchet & Clank®: *Size Matters* – PSP

Killzone™: *Liberation* – PSP

SOCOM: U.S Navy SEALs Fireteam Bravo 2 – PSP

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SCEA – PlayStation 3 Sales Top 1 Million in North America

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Other features on display will include “Remote Play” for PS3, which allows the consumer to utilize their PSP to access content on their PS3 hard drive, including movies, television shows, videos and music. A full demonstration of the PLAYSTATION®Network, and PLAYSTATION®Store for PS3, as well as Location Free TV™ for PSP, will also be shown.

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, the PSP® (PlayStation®Portable) system, and the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system.

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, the PSP system and the PS3 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.

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