



FOR IMMEDIATE RELEASE

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**SN SYSTEMS RELOCATES TO LARGER HEADQUARTERS IN
BRISTOL, UK**

Bristol, 10th October, 2008 –SN Systems, a subsidiary of Sony Computer Entertainment Inc. (SCEI), is pleased to announce its relocation to larger headquarters in Bristol, UK.

Due to an ongoing recruitment drive, SN Systems has moved from 500m² of office space to a more spacious 1200m², still within the centre of Bristol. The new office will house developers focused on research and development for the ProDG suite of tools as well as technical support, developer relations and central administration teams.

Andy Beveridge, SN Systems Director added “Although we now have two satellite offices in both San Jose, CA, USA and Dublin, Ireland, the Bristol office is still very much the main hub of the company and where the bulk of the teams will be located. The move to larger offices has been essential and timed for our next big recruitment drive. As well as R&D, it’s just as imperative that we continue to effectively support all the PlayStation® platforms and for that we need to ensure we can accommodate our continuing growth.”

“We like to allow people to innovate and be creative where possible, ensuring the working environment is informal yet professional and challenging. SN Systems consists of a dynamic group of people with a range of backgrounds, helping to keep conversations diverse and healthy within the office. One of the common grounds we all share is a passion for the work we all do and we’re keen to hear from like-minded people who want to make a difference in this exciting and fast-paced industry.”

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SN Systems Relocates to Larger Headquarters in Bristol, UK

SN Systems' new Bristol office is located at 1st Floor, Hartwell House, 55-61 Victoria Street, Bristol, BS1 6AD, UK.

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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