



PLAYSTATION®4 SALES SURPASS 1 MILLION UNITS IN NORTH AMERICA IN 24 HOURS

*Gamers Immerse Themselves In a New Era of Gaming and Entertainment Only Available on
the PS4™ system*

Tokyo, November 17, 2013 – Sony Computer Entertainment Inc. (SCE) today announced that the highly anticipated launch of the PlayStation®4 (PS4™) computer entertainment system resulted in 1 million units sold through during the first 24 hours after it became available on November 15, 2013 in the United States and Canada.

“PS4™ was designed with an unwavering commitment to gamers, and we are thrilled that consumer reaction has been so phenomenal,” said Andrew House, President and Group CEO, Sony Computer Entertainment, Inc. “Sales remain very strong in North America, and we expect continued enthusiasm as we launch the PlayStation 4 in Europe and Latin America on November 29. We are extremely grateful for the passion of PlayStation fans and thank them for their continued support.”

About PlayStation 4

Built for gamers and inspired by developers, the PlayStation®4 system provides powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. The PS4™ system comes with a DUALSHOCK®4 wireless controller that allows gamers to easily share videos of their favorite gameplay moments on Facebook, and images of their gameplay on Facebook or Twitter, with a single press of the controller’s SHARE button. Gamers can also broadcast their gameplay in real-time through Ustream or Twitch, and friends can comment on the streamed gameplay. The PS4’s launch lineup includes highly anticipated games such as *Killzone™ Shadow Fall*, *Knack™*, *Assassin’s Creed®IV Black Flag™*, *NBA® 2K14* and *Call of Duty®: Ghosts*. The PS4 system also offers access to entertainment options through a curated portfolio of digital entertainment apps, including Sony’s own Music Unlimited and Video Unlimited, as well as Amazon Instant Video, Netflix, NBA Game Time and Hulu Plus, all available on PlayStation®Store.¹

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, develops and markets

the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PlayStation®2 further enhanced the PlayStation legacy as the core of home networked entertainment. PSP® broadens the entertainment experiences into the portable arena. PS3® is a computer entertainment system, incorporating the powerful Cell Broadband Engine and RSX processors. PSNSM, that includes PlayStation®Store, delivers unparalleled online gaming experience to PlayStation users. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC, and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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1. Entertainment apps to be released will vary by regions. User responsible for applicable service fees

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