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TECMO'S MONSTER RANCHER 3 FIRST GAME TO UTILIZE REVOLUTIONARY PICTUREPARADISE TECHNOLOGY

TORRANCE, Calif., May 9, 2001 - Tecmo, Inc.'s Monster Rancher 3™, the monster breeding and battling game for the PlayStation®2 computer entertainment system, will be the first U.S. title to feature Sony Electronics' PictureParadise technology. This state-of-the-art software comes built into the game and allows the player to take an existing image from a Sony digital camera or camcorder and import it into Monster Rancher 3™ via the standard USB cable.

"In Monster Rancher 3, we are giving players a wealth of options in order to customize their monster. You can now personalize your virtual pet by decking it out with your choice of clothing, jewelry or other accessories. The ultimate in customization, however, is being able to take a real-life picture and carry that into the world of Monster Rancher 3. Tecmo pioneers the way for others by being the first to offer this new technology to gamers," said John Inada, marketing director at Tecmo, Inc.

Monster Rancher 3™ is the latest installment in the popular game series which lets players breed, train and fight with monsters they control. New monsters are bred by pairing two existing ones or spawned from music CD's, movie DVD's or game discs. Players train and care for their monsters, much like a virtual pet. Later, they enroll their monsters into tournaments, where they battle for prizes and fame. The Monster Rancher series has sold over 2.5 million copies worldwide and has spawned a hit television cartoon series.

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“We are excited that Tecmo has become an early adopter of our PictureParadise technology,” said Takashi Kondo, senior vice president - Sony digital imaging product division. “PictureParadise brings a whole new dimension to the world of game personalization, and this is only the beginning. While PictureParadise is currently compatible with any Sony imaging device that has USB connectivity, we would eventually like to expand its use to other imaging devices and game consoles, even those that do not carry the Sony name.”

About Sony Electronics

Sony Electronics' Digital Imaging Product Division (DIPD) is based in San Diego. DIPD markets digital imaging products and services, including Cyber-shot® and Digital Mavica® still cameras, Handycam ® camcorders, related accessories and ImageStationsm on-line imaging services. For additional information about Sony products, call (888) 222-SONY, or visit Sony's web site at: <http://www.sony.com/di> . Press releases and digital images are available at Sony Electronics' news and information web site at: <http://www.sony.com/news> .

About Tecmo

Founded in 1967, Tecmo (Tokyo Stock Exchange Market 1st Div. “TECMO”) is comprised of hard-core gamers, dedicated to producing only AAA titles. Tecmo’s designers eat, breath and sleep video games, especially since they have a storied legacy to uphold. Tecmo is a software developer famous for popular franchises dating back to the 8-bit era, such as Tecmo Bowl™ and Ninja Gaiden™ , and continuing through to the present with the hit series Monster Rancher™ and Dead or Alive™ . Tecmo is constantly striving to improve its titles by responding to feedback from fans, professional game reviewers and console manufacturers.

