



PlayStation®2



NEWS AND INFORMATION

FOR IMMEDIATE RELEASE

Contacts: Paul Murphy – 858.824.5963
paul_murphy@playstation.sony.com

Marc Feuerstein – 310.854.4782
mfeuerstein@bncpr.com

MLB™ 2006 ANNOUNCED FOR PLAYSTATION® 2
Popular Baseball Franchise Set To Take The Mound with Stellar Graphics, Deeper Gameplay
and New Technologies

FOSTER CITY, Calif., December 15, 2004 – Sony Computer Entertainment America Inc. announced today the launch of *MLB™ 2006* from 989 Sports®. Set for a Spring 2005 release, the *MLB* franchise has established itself as a third-year phenom for the PlayStation®2 computer entertainment system. Featuring numerous gameplay developments, enhanced Artificial Intelligence (AI) and graphics, and the return of *EyeToy™* functionality, *MLB 2006* is set to provide the most realistic baseball experience to date.

To enhance gameplay and provide gamers with an authentic yet unique simulation, *MLB 2006* has integrated new features, including the all-new Branch Point Technology (BPT), which provides seamless fielding transitions, smooth base running, and fluid transitions while in a run or a slide. Additionally, *MLB 2006* incorporates new fielding and pitching interfaces to challenge the skill levels of all baseball videogame fans. A brand new Playmaker Fielding Marker brings the player's attributes together with the user's skill level, so gamers will truly have to make the play, while the new Release Point Pitching with Confidence Meter binds player rating attributes with a gamer's skill level in order to determine a users ability to hit spots in the strike zone.

Known for its extensive list of game modes, *MLB 2006* continues to build upon the success of the franchise by enhancing its gameplay options. A new Franchise Mode includes an all-new Player Morale System that tracks player morale on every level and applies it to the player's day-to-day performance, and the new Career Mode lets gamers play from the player's perspective and control their own destiny from the start to the finish of their career, based on their on-field performance.

-more-

SCEA – *MLB 2006* Takes The Mound for PlayStation and PlayStation 2
2-2-2-2

“By presenting gamers with the finer details and nuances that make baseball America’s Pastime, *MLB 2006* provides gamers with a true-to-life experience from the diamond,” said Scott Rohde, director of product development, 989 Sports. “*MLB 2006* provides baseball fans with an opportunity to look and feel what it’s like to play in *the show*.”

Popular gameplay options are back for *MLB 2006*, including *EyeToy*™ and Voice Recognition functionality. Gamers can literally see and hear themselves in the game as they battle against the Major League’s best. Using the USB headset (for PlayStation 2), Voice Recognition allows gamers to call pitches or defensive shifts without the touch of a button, while the *EyeToy* USB camera for PlayStation 2 (sold separately) allows gamers to take a snapshot of themselves, put their face into the game and truly become a major leaguer.

The independent Entertainment Software Rating Board (ESRB) rates *MLB 2006* “RP” for “Rating Pending.” For more information about the ESRB visit www.esrb.org.

About 989 Sports

989 Sports® is the sports software brand of Sony Computer Entertainment America Inc. Known for its top-selling sports franchise titles such as *NFL GameDay*™, *MLB*™, *NBA ShootOut*, *Gretzky*™ *NHL*® 2005, *NCAA*® *Final Four*® and *NCAA*® *GameBreaker*®, 989 Sports is committed to developing authentic and innovative sports games to appeal to both the professional athlete and hard-core sports videogame fan.

-more-

SCEA – *MLB 2006* Takes The Mound for PlayStation and PlayStation 2
3-3-3-3

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, and the PlayStation®2 computer entertainment 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.

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 and the PlayStation 2 computer 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.

###

Visit us on the Web at <http://www.989sports.com>

Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit the official website at MLB.com. © MLBPA, Official Licensee-Major League Baseball Players Association. Visit the Players Choice on the web at www.bigleaguers.com. © 2005 by STATS, Inc. Any commercial use or distribution of the Licensed Materials without the express written consent of STATS is strictly prohibited. Silver Bat is a trademark of Hillerich & Bradsby Co., Louisville, KY. Rolaid's Relief Man Reward is a registered trademark of Warner-Lambert, a Pfizer Company. 989 Sports and the 989 Sports logo are trademarks of Sony Computer Entertainment America Inc. © 2005 Sony Computer Entertainment America Inc