



## **Ape Escape® Franchise Overview**

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Ape Escape was the first instalment in this world renowned series, released in Japan back in June of 1999, on the original PlayStation®. This was the first-ever analog stick-based action game, a feature which made it possible to feel a direct sense of control over the hero's antics.

Ape Escape was soon widely applauded by action game users, and its unique concept surrounding the capture of monkeys gained much attention. The Japanese title Saru Getchu ("Gotcha Monkey") alone served to communicate the game's theme and helped further to raise the popularity of the game. The silly, mischievous nature of the unforgettable monkeys that appear in the game gained wide appeal amongst a young fan base.

In 2001, Pipo-saru 2001 (Pipo-Monkey 2001) was released in Japan on PlayStation 2. This very unusual game, in which you are charged with the task of collecting the monkeys' soiled pants, once again captured the attention of players.

In 2002, the sequel to Ape Escape was released in the form of Ape Escape 2 (PlayStation 2), a great step-up from the original in terms of depth and action. Monkey EyeToy (titled EyeToy®: Monkey Mania in Europe), for use with the EyeToy® USB Camera for PlayStation 2, was released in early 2005.

The sneaky little monkey's have even made it on to PSP™ (PlayStation®Portable), with the release of Ape Academy to coincide with the PSP™ European launch. With such an array of titles released in the Ape Escape portfolio, the monkeys soon became mascots for Sony Computer Entertainment.

The monkey fun doesn't stop there! Ape Escape 3 on PlayStation 2, and Ape Escape on PSP™, due for release in Europe in early 2006, will deliver more powerful characters, hundreds of monkeys to catch and lots of new weapons, offering countless hours of enjoyment for even the most die-hard action game fans.

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**About PSPTM(PlayStation® Portable)**

PlayStation Portable is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. With graphics rendering capability comparable to that of PlayStation®2, PlayStation Portable features a 4.3 inch widescreen, high-resolution TFT display. PlayStation Portable also adopts a newly developed compact but high-capacity (1.8GB) optical disc, Universal Media Disc (UMD), as its storage medium. With a wide range of accessories and connectivity options, including Memory Stick Duo™, USB 2.0, IR port and Wireless LAN.

**About Sony Computer Entertainment Europe Ltd.**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PS one®, PlayStation®2 and PlayStation® Portable software and hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes games software for the three formats, and manages the third party licensing programs for these platforms in the PAL territories. At the end of June 2005, over 40 million PlayStation® units had been shipped across these PAL territories, over 102 million worldwide. Between its European debut on 24 November 2000 and 20th July 2005, over 33 million PlayStation®2 units have been shipped across the PAL territories, over 91 million world-wide, making it one of the most successful consumer electronic products in history. Between the launch of the PSP in Japan in December 2004 and 21 July 2005, over 5 million PSPs have been shipped worldwide.

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