

SCEE ANNOUNCES FIVE YEAR DEAL WITH FIFPRO™

July 1999 – Sony Computer Entertainment Europe (SCEE) today announced a five year licensing deal with FIFPro, the Federation of International Professional Football Unions. The deal will cover the FIFPro brand and that of over 28 other associations, as well as the collective use of player names and likenesses. SCEE will also exclusively represent FIFPro in the sub-licensing of player name and image usage for collective use in other interactive games.

This agreement is the first of its kind in the interactive entertainment industry. No other licensing agreement to date provides a structure whereby players throughout the world can be fairly rewarded for the collective use of their names or likenesses in interactive entertainment products.

The agreement between FIFPro and SCEE will run for five years. The first product to carry the FIFPro licence will be SCEE's THIS IS FOOTBALL, available on PlayStation in October of this year. FIFPro represents 30,000 professional footballers across Europe, Africa and Asia. As such THIS IS FOOTBALL is the first football game ever to use full player names throughout the game with the full endorsement of most of the world's Professional Footballers Associations.

European Marketing Director, David Patton said: "Since the launch of PlayStation in 1995, SCEE has been pro-actively involved in all aspects of football, through its many sponsorship agreements including: UEFA Champion's League, the Carling Premiership and the French World Cup-winning squad. Our association with FIFPro and its member associations will help ensure that we and the gamer's community have regulated access to over 30,000 players, profiles and playing characteristics ensuring that SCEE is well-positioned to take unique advantage of existing and next generation PlayStation technologies."

President of FIFPro, Gordon Taylor (also Chief Executive of the UK's Professional Footballers Association) said: "As the representing body of the Professional Footballer Associations across 28 countries and through our new long-term relationship with SCEE, we will seek not only to promote the FIFPro mark, but also actively support and co-ordinate players' interests within the video games industry."

For further information, please do not hesitate to contact:

Liz Ashford
Sony Computer Entertainment Europe
+44 (171) 533 1349
Liz_Ashford@playstation.sony.com

Gordon Taylor
FIFPro (at the PFA)
+44 (161) 236 0575
+44 (161) 228 7229 (fax)

Visit our Website:

www.playstation-football.com

Sony Computer Entertainment Europe has just announced the launch of its dedicated football site: www.playstation-football.com. This dedicated site will include a Reuters feed of the very latest Champion's League news and pictures alongside up-to-the-minute PlayStation information.

In August SCEE will be extending its relationship with Reuters to cover the whole of the 1999-2000 football season and the launch of THIS IS FOOTBALL, with exclusive interviews and features on this groundbreaking product.