

SONY COMPUTER ENTERTAINMENT EUROPE

Sony Computer Entertainment Europe is responsible for sales, marketing, distribution and software development for the PlayStation, the world's number one selling (CD-based) video game system and has offices around Europe, the Middle East, Australia and New Zealand promoting the PlayStation and its software to a total of 74 territories.

With over 500 employees in 11 countries and sales operations in another 63 countries, SCEE is capable of exploiting the opportunities that arise in its existing territories and its emerging markets in Eastern Europe and the Middle East.

SCEE also has staff based in the Development Studios in London and Cambridge, and at the Quality Evaluation Department in Liverpool.

In March 1999, Psygnosis became a subsidiary of Sony Computer Entertainment Europe.

Key Management Personnel

Chris Deering, President, SCEE - Mr Deering graduated from Boston College and Harvard Business School. His career in multinational business began at the Gillette Company and at McKinsey & Co where he specialised in fast moving consumer goods. His multimedia experience began as Vice President - International Marketing at Atari in 1983. Since 1985 Mr Deering served as Senior Vice President, and from 1990 as Executive Vice President, International for Sony's Columbia Pictures Home Video New York and in Los Angeles from where he joined the newly formed London based Sony Computer Entertainment Europe in 1995.

Jim Ryan, Vice President of Finance and Administration, SCEE - Jim is responsible for managing all aspects of SCEE Finance, Treasury, MIS, and Human Resources.

David Reeves, Vice President of Sales and Marketing, SCEE - David oversees all sales, marketing, advertising and public relations, for SCEE HQ.

Patrick Inskip, Vice President of Operations, SCEE - Patrick is responsible for aspects of SCEE operations, logistics and relationships with third party publishers on manufacturing issues.

John Brunning, Vice President of Legal and Business Affairs, SCEE - John manages the Legal and Business Affairs for SCEE. He is also responsible for managing the business relationships with third party publishers.

Juan Montes, Vice President of Development, SCEE - Juan is responsible for all aspects of internal and external development, as well as technical support, third party approvals, and QA.

SCEE Licensed Territories

74 PAL Territories @ 24/11/99

Afghanistan	Netherlands
Albania	Namibia
Australia	New Zealand
Austria	Nigeria
Azerbaijan	Norway
Bahrain	Oman
Belgium	Poland
Belorussia	Portugal
Botswana	Qatar
Bulgaria	Romania
Croatia	Russian Federation
Cyprus	Saudi Arabia
Czech Republic	Slovakia
Denmark	Slovenia
Djibouti	South Africa
Egypt	Spain
Estonia	Swaziland
Finland	Sweden
France	Switzerland
Germany	Syria
Gibraltar	Tunisia
Greece	Turkey
Hungary	Uzbekhistan
Iceland	Ukraine
Iran	United Arab Emirates
Ireland	United Kingdom
Israel	Yemen
Italy	Yugoslavia
Jordan	Zambia
Kazakhstan	Zimbabwe
Kenya	
Kuwait	
Latvia	
Lebanon	
Libya	
Lichtenstein	
Lithuania	
Luxembourg	
Macedonia	
Madagascar	
Malta	
Mauritius	
Moldova	
Morocco	

