



PlayStation®2



NEWS AND INFORMATION

MLB™ 2006 FACT SHEET

Publisher:	Sony Computer Entertainment America Inc.
Developer:	989 Sports®
Platform:	PlayStation®2 computer entertainment system, PS one™ game console
Genre:	Sports
Players:	Console: 1-2 Players (single console), 1-2 Players; w/ 32 Man Tournaments (online)
Peripherals:	DUALSHOCK®2 analog controller, memory card (8MB) (for PlayStation 2), Network Adaptor (Ethernet/modem) (for PlayStation 2), USB Headset (for PlayStation 2), USB Keyboard, EyeToy™ USB Camera (for PlayStation 2)
Launch Date:	Spring 2005
Cover Athlete:	Vladimir Guerrero (Anaheim Angels)
Spokespeople:	Troy Glaus (Arizona Diamondbacks), Adam Dunn (Cincinnati Reds), Shawn Green (Arizona Diamondbacks), Eric Chavez (Oakland A's)
Target Age:	18-34
Rating:	“RP” for Rating Pending

OVERVIEW

Coming off a stellar year, 989 Sports' popular baseball franchise has made the necessary off-season moves to provide gamers with the most authentic baseball simulation to date. Set for a spring release, *MLB™ 2006* features numerous gameplay enhancements, such as the all-new Branch Point Technology (BPT), which provides seamless fielding transitions and smooth base running; an all-new Playmaker Fielding Marker that brings together a player's attributes with the a gamer's skill level in order to make the play; an all-new Release Point Pitching with Confidence Meter, which helps determine a gamer's ability to hit spots in the strike zone; a deeper Franchise Mode; and an all-new Career Mode. With returning gameplay favorites, including *EyeToy™* functionality; online playability through 989SportsOnline.com; and Voice Recognition, *MLB 2006* promises to provide gamers with a true-to-life experience from the diamond.

- more -

Sony Computer Entertainment America
919 East Hillsdale Boulevard
Foster City, California 94404-2175
650.655.8000

NEW FOR *MLB 2006*:

- **All-New Branch Point Technology (BPT)** – Only BPT gives gamers the ability to field the ball and pre-load a throw with seamless fielding transitions impacted by footwork and momentum. This new technology is also used for base running allowing smooth and fluid transitions from a run or slide.
- **All-New Release Point Pitching with Confidence Meter** – *MLB 2006* brings baseball fans the ultimate duel with a revised pitcher/batter interface by binding player rating attributes with a gamer's skill. While easy to pick up and play, yet difficult to master, *MLB 2006* is a game within the game. Additionally, Pitcher Confidence plays a role in a gamer's ability to hit release spots in the all-new pitch meter, while frequency of mistakes will impact the confidence level of a gamer's hurler, making it more difficult to paint the corners of the strike zone.
- **All-New Playmaker Fielding Marker** – With an all-new fielding interface that brings the player attributes together with the user's skill level, players will really need to make the play. In the past games, 90% of outfield fly balls were merely a "can o' corn" – not anymore. With the all-new Fielding Zone Marker, the fielder's fielding attribute rating will determine the size of the zone that surrounds the ball and it's eventual landing location. With highly ranked fielders, the ball marker will be displayed sooner and smaller making it easier to judge fly balls.
- **All-New Progressive Audio** – Feel the raw emotion and tremendous intensity of playing in "the show" as *MLB 2006* takes gamers into the ballgame with a broadcast presentation that brings together on-screen displays, dugout scenes, audio, animation, and sound to provide the most authentic baseball simulation on PlayStation 2. Featuring a completely unique experience in every game, Progressive Audio adapts and reacts to real-time actions and situations.
- **MLB Authenticity** – *MLB 2006* presents gamers with finer details and nuances that make the game – America's Pastime. Gamers can drag bunts along with wild pitches, broken bats, check swings and more.
- **AAA / AA Minor Teams & Stadiums** – *MLB 2006* features 60 teams and 5 stadiums from the Minors.
- **Old-Time Players & Stadiums** – Unlock and play with Silver Era and Golden Era players like Babe Ruth and Lou Gehrig, then play in old-time stadiums like Forbes and Polo Grounds.

NEW FOR *MLB 2006*:

- **All-New Career Mode** – Play the game from the player’s perspective. Gamers control their destiny from the start to finish
 - Play time is based on on-field performance
 - A player start in the minors and work their way through the system and hopefully into the Major Leagues
 - Interact with the manager and teammates like never before
 - Raise concern about playing time
 - Request a promotion
 - Demand a trade
 - Provide a tell-all interview with the media
 - Negotiate salary
 - Pull the team together and rally
 - All-New Training Interface
 - Play better by working hard and training harder. Invest spare time in the gym, on the field and watching film. The more effective the training is, the better the results and play. Train smart.
 - Customize like never before
 - Customize a player even further by selecting from hundreds of stances, walk-ups, swings, step-ins, practice swings and HR celebrations

NEW FOR MLB 2006:

- **Enhanced Franchise Mode** – An even deeper Franchise Mode, with an all-new Player Morale System and an Improved User Functionality and Interface, allows gamers to really run the show.
 - The Player Morale System tracks player morale on every level and applies it to his day-to-day performance by evaluating the following factors:
 - Salary
 - Playing time
 - Fielding position (i.e. natural vs. utility)
 - Line-up position / pitching rotations (i.e. a speed / contact guy will want to bat in the 1 or 2 slot whereas a slugger will want to dig in the 3, 4 or 5 hole and batters placed dramatically out of position will have morale issues)
 - Personal performance (i.e. for slumping players morale will drop and conversely, with streaking players morale will rise)
 - Team performance
 - Placement on the trading block
 - Owner spending (training, equipment, etc.)
 - Quality managers and coaches (i.e. a good batting coach will make your position players happier, conversely a poor coach will make them lose morale)
 - Manger leadership skills
 - The improved user interface for Franchise Mode provides better functionality with easier navigation to maximize the potential of the franchise
 - Simplified navigation makes it easier to find things and make changes quicker and more intuitively
 - More information available on each player including: detailed morale information, more statistics and better scouting reports
 - More communication between the players and the franchise owner with better feedback from players which directly relates to each player or situation
 - Trading Block
 - Place players on the block and view others available
 - Strategically motivate a poorly performing player
 - Inform other teams of which positions you are seeking for better trade offers
 - Create and customize a player with the Franchise Mode Player Editor.

SCEA – *MLB™ 2006* Fact Sheet
5-5-5-5

MARKETING SUPPORT

Sony Computer Entertainment America will support *MLB™ 2006* with a fully dedicated print campaign in enthusiast and sports publications, online and viral advertising campaigns, dedicated point-of-purchase displays and merchandising support, broad based public relations support, website and featured coverage in the Official PlayStation Magazine/Underground DVD, and full promotional support including a 989 Sports Mobile Marketing Tour.

For more information, please contact:

Ron Eagle
858.824.5585
ron_eagle@playstation.sony.com

Paul Murphy
858.824.5963
paul_murphy@playstation.sony.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. Roloids 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