



**For immediate release
Press information**

Be Proud to Follow the Crowd with Lemmings on PlayStation2

- **Watch your step with these addictive little creatures!**
- **New levels, global communities... level building and sharing!**
 - **5 million Lemming fans can't be wrong!**
 - **Exclusive EyeToy levels!**

Sony Computer Entertainment Europe (SCEE) today announces the debut release of the multi-million selling global franchise *Lemmings*™ for PlayStation®2 this September.

Controlling an army of lemmings, the aim is to get as many of these cute characters as you can from the entrance point to the exit point of a level within a time limit. Easy to learn, difficult to master; *Lemmings* is a test of strategy and fast thinking as you make 'on the spot', life or death decisions for your band of trusting little creatures. Use the unique skills of your lemmings team to overcome the hazards ahead: The 'Bomber' explodes at will, the 'Floater' can survive high falls and the 'Basher' digs horizontally just when you need it. The 'Climber' is at hand for those tricky mountain ranges, the 'Blocker' creates an obstacle in the path ahead and the 'Builder' is there to construct walkways for his friends.

Stretch your strategies across over 100 levels as you lead your lemmings across an immense variety of challenging backdrops. The levels are arranged into five striking themes, each with its own unique visual flavour. So, whether it's going underground into the sewers or marching through fields and forests, the lemmings always have new terrain to explore.

For the first time ever gamers will be able to interact with their army of lemmings through exclusive EyeToy® levels! Players can carry, bat, catch and block lemmings as well as performing cool moves such as contorting their body into a bridge for the lemmings to walk across. The lemmings can be thrown to new locations, and if thrown hard enough into a surface, they can destroy breakable surface creating new paths and routes.

Packed with a host of new features, *Lemmings* offers for the first time a level editor allowing players to produce their own levels and save them to the memory card on PS2. Players can upload these levels to an exclusive *Lemmings* online community. Share your unique levels with other PS2 and PSP® (PlayStation®Portable) users or download your new levels directly to your PS2 - the opportunities are endless.

Perfect for a gaming snack or a marathon meal, Lemmings on PS2 is engaging and addictive; be proud to follow the crowd with *Lemmings*.

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Notes to Editors

More information about EyeToy:

As a leap forward in home entertainment, EyeToy launched in July 2003 exclusively on PlayStation 2 and marked the beginning of a new era in console gaming experiences. The EyeToy USB Camera's digital technology is capable of detecting movement, without the need for an Analog Controller (DUALSHOCK®2), allowing players to interact with games using their body's motion to drive the game's action. EyeToy has inspired an entirely new genre of gaming experience and appeals to a brand new audience whether you are 3 or 103!

www.eyetoy.com

For more information about SCEE's PS2 catalogue, please contact your local PR Manager.

Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe, based in London, is responsible for the distribution, marketing and sales of PS one, PlayStation 2 and PSP software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. At the end of September 2004, over 39 million PlayStation units had been shipped across these PAL territories, over 100 million worldwide. Between its European debut on 24 November 2000 and the end of September 2004, over 25 million PlayStation 2 units have been shipped across the PAL territories, over 74 million world-wide, making it one of the most successful consumer electronic products in history.

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More information about PlayStation products can be found at <http://www.scee.com> and www.playstation.com.